



## Corporate credo

### Assessment of partnership potential

- 1 Choice of Partners: Is this a strategically valuable partner for your business?
- 2 Willingness to become a partner: Does this partner desire to become your partner?
- 3 Trust: Is there a good level of trust or the possibility of one?
- 4 Character and ethics: Has experience proven that this exists or can exist?
- 5 Strategic intent: Do the partners have similar or compatible cultures?
- 6 Culture fit: Do the partners have similar or compatible cultures?
- 7 Consistent directions: Is there a consistent direction for partnering efforts?
- 8 Common goals and interests: Are the goals and interests of the partners shared fairly equally?
- 9 Information sharing: Can both partners feel good about liberal information sharing?
- 10 Risks shared fairly: Are the risks to both partners fairly equal?
- 11 Rewards shared fairly: Are the rewards and potential gains for both partners fairly equal?
- 12 Resources adequately matched: Does the smaller partner have adequate resources to support the larger one?
- 13 Duration mutually agreed long term: Do the partners agree on a long-term partnership?
- 14 Sponsors in top management of both: Is there a fairly broad commitment by both partners?
- 15 Commitment to partnership by both: Is there a fairly broad commitment by both partners?
- 16 Value given and received: Do both partners have grossly similar perceptions of the value the other brings to the partnership?
- 17 Rules, Policies and measures: Do these key measures reinforce the desired partnership behavior?

*From The Power of Partnerships by John L. Mariotti*

Stonewood Corporate Center  
W175N11117 Suite 202  
Stonewood Drive  
Germantown, WI 53022

DON DAWSON  
DAN BEAULIEU, CME, CSE

Tel: 262.250.9653  
Fax: 262.250.0562  
e-mail: dbmpcb@aol.com  
www.dbmpcb.com