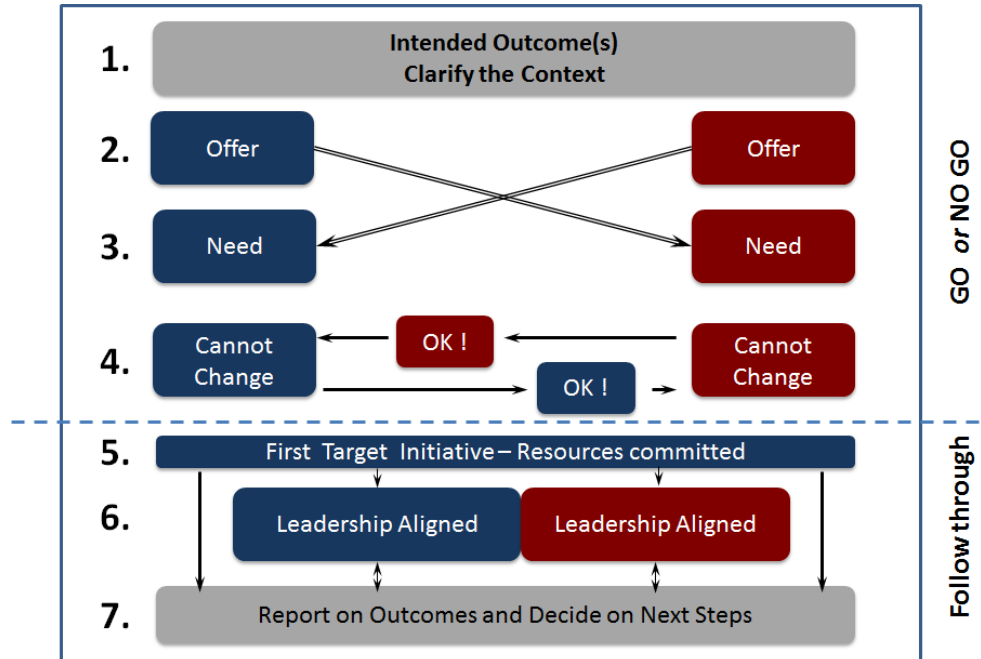


The steps to fast-tracking a partnership



STEP 1: Context and Intended Outcome

- a. Discuss the overall context of the situation and arrive at a common understanding of the opportunity, influences and challenges. Agree on an intended outcome that is achievable within the reality of the current context.

STEP 2: Analysis (The 3 Key Questions)

- a. What value does each partner have to offer that will assist with achieving the intended outcome?
- b. What missing value does each partner need or would benefit from while they are working to achieve the intended outcome?

Is there a good exchange of value between
what each partner has to offer and what they need or would benefit from ?

- c. What does each partner believe cannot change or be compromised? (e.g., principles, business rules, image, brand, etc) Is this acceptable to all partners?

GO or **NO-GO** ?

STEP 3: Go - Moving Forward

If there is a mutual exchange of value and no compromise of core operating principles, then:

- a. Agree on a first target initiative with a specific objective that can be achieved in 6 to 12 weeks.
- b. Inform leaders of the initiative and set accountability in place.
- c. Jointly report on results of the first initiative in relation to the intended outcomes. Is there an early win and proof of ability to work together?
- d. Agree on next steps as appropriate.