

Building alliances

Definition

Identifies key internal and external partners and develops strategic partnerships and/or alliances to create synergies, leverage capabilities and find opportunities to build digital ecosystems, in order to deliver mutual value and realize environmental and social sustainability.

#Alliances #Digitalecosystems #Strategic #Partnerships

Mindset

WE NEED LESS OF THIS	WE NEED MORE OF THIS
“I only build business partnerships based on my internal network, even if it does not align to strategy.”	“Through assessing potential business partnerships, I am able to build networks and ecosystems based on mutually beneficial alignment.”
“Once I form an alliance, I rarely communicate openly with key stakeholders both internally and externally. I only contact them when it is beneficial for me.”	“I create opportunities to partner through networking and participating in cross-functional, and multi-stakeholder groups and I openly communicate to everyone so they can be part of it.”
“I don’t have time to build an external network, even if I did they wouldn’t be able to help me to understand my job.”	“I strategically network and create alliances with key/industry stakeholders within and outside the company to help promote mutually beneficial business opportunities.”

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Behavior anchors

1. Emerging

- Ensures professional, fair and trustful relationships with partners, customers and other stakeholders.
- Secures support from existing networks and strengthens partnerships.
- Keeps networks active by sharing information and communicating frequently and openly with stakeholders, highlighting the win-win nature of collaboration.
- Manages existing partnerships within established agreements or contracts, negotiating adjustments when mutually beneficial to do so, as a way of optimising the contract.

2. Evolving

- Identifies and capitalizes on new partnership opportunities based on mutually beneficial alignment.
- Creates opportunities to partner through networking and participating in cross-functional, multi-stakeholder groups.
- Focuses on unique solutions through mutual integration, shared sales promotion, shared KPIs, and mutual programs.
- Shares information with colleagues, partners and stakeholders about industry trends and business opportunities to identify areas of mutual interest.

3. Influencing

- Networks strategically and creates alliances with key/industry stakeholders within and outside Konica Minolta to help promote mutually beneficial business opportunities.
- Establishes sustainable digital ecosystems between key relationships and reviews relationship viability to deliver ongoing value.
- Provides advice and direction on the types of partnerships to pursue, as well as the rules of engagement for an effective collaboration, eg. co-development, shared roadmap, protected verticals/ markets/industries by sharing resources and support.
- Supports others in taking calculated risk(s) in their partnerships, assisting others to resolve problems in partnership arrangements.

4. Transforming

- Enhances the visibility of Konica Minolta in the broader business / commercial sphere, by drawing on own and others' internal and external networks to help ensure buy-in and ownership.
- Provides strategic advice on the value and types of partnership arrangements that Konica Minolta should be pursuing.
- Continuously develops, maintains and strengthens relationships while securing support and forming alliances with both internal and external stakeholders.
- Strategically works horizontally as well as vertically within and outside Konica Minolta to win cooperation from stakeholders.
- Fosters an environment of collaboration, forging connections with key industry stakeholders, cultivating win-win relationships and building coalitions to advance Konica Minolta.

OWN TRANSFORMATION

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How it helps



Me

By identifying key internal and external partners, I am able to build strategic partnerships which allow me to support the business.



My Team

Providing advice and direction on the types of partner relationships to pursue, as well as rules for effective engagement, empowers my team to begin building their own strategic network.



Konica Minolta

I enhance the visibility of Konica Minolta in the broader commercial sphere by drawing on internal and external networks to help ensure buy-in and ownership to build digital ecosystems.