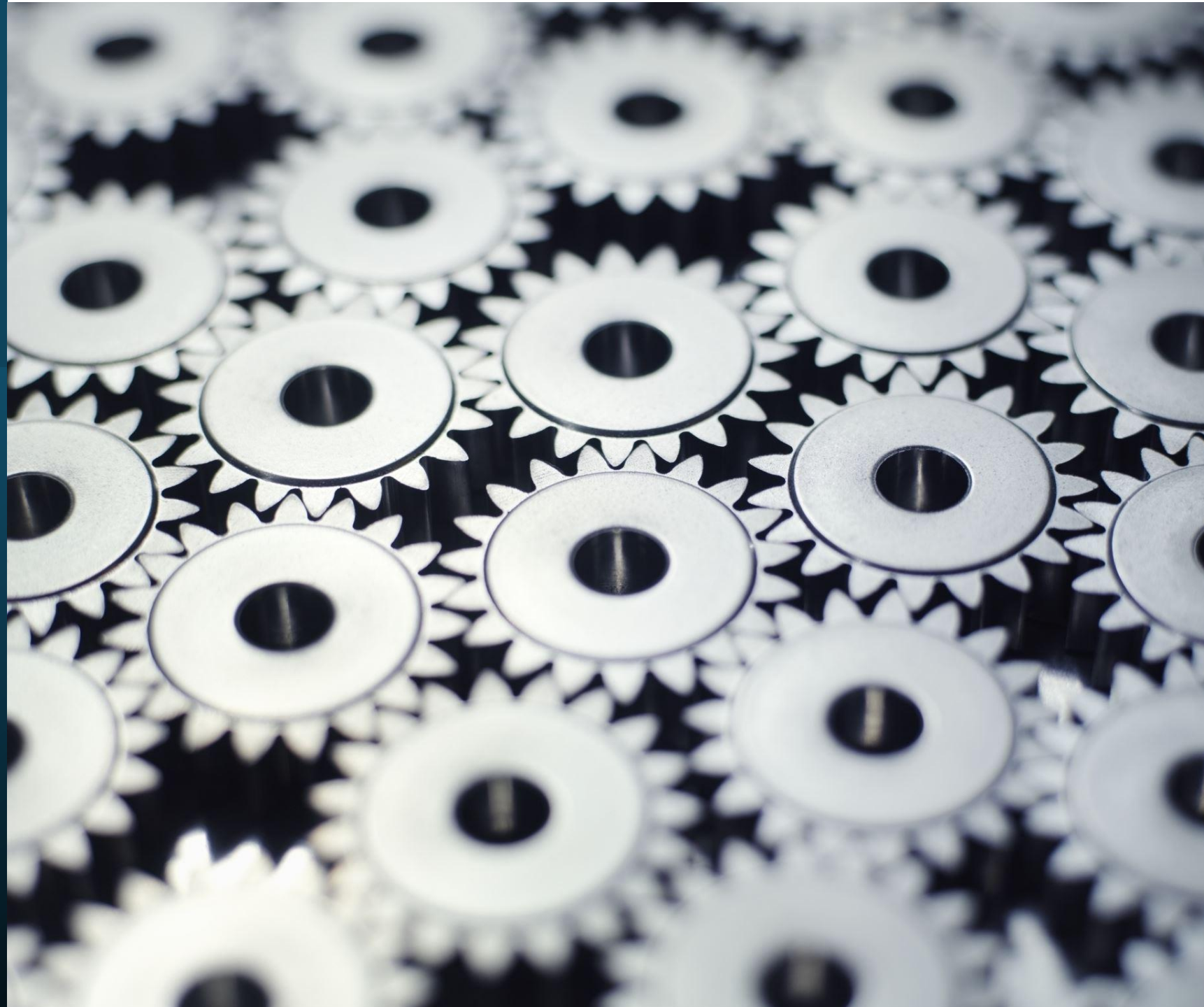


# Partnerships for Product Managers





[Amycmitchell.substack.com](http://Amycmitchell.substack.com)



How to drive a win-win  
partnership



# Partner Playbook Overview

	Playbook Phase	Playbook Items
	Partner strategy	Partnership goals Type of partnership Alignment with business goals
	Partner selection	Strategic fit of the partner Financial health of the partner Risk assessment of the partner
	Partner contract	Contract terms & decision makers Operational investigation
	Partner management	Measurements and reviews Collaboration plan



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# Common Partnership Risks

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**Unclear roles:** open discussion about how the partnership works both technically and commercially



**Dependencies overlooked:** timing of investment and coordinated engineering efforts



**Goals not aligned:** business objectives aren't a fit



# Critical Items for Your Partnership Success Checklist

- **Roles and responsibilities** between your team, the partner and the customer
  - a quick RACI chart gets the teams aligned
- **Shared goals:** write the major outcomes expected from the partnership
- **Risk management:** new risks coming from the partnership and how to manage them
- **Escalation paths:** who do you call when the unexpected happens?

RACI Example

Project tasks	Senior Analyst	Project Manager	Head of Design
Phase 1: Research			
Econometric model	R	I	I
Strategic framework	A	I	I
Risk factors	R	I	I

<https://www.forbes.com/advisor/business/raci-chart/>



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# Partner Playbook

## Partner Strategy:

- Goals of partners
  - Market expansion
  - Customer request
  - Technology enablement
  - Co-branding
- Partnership type
  - Integration
  - Channel
  - Co-development
  - Revenue sharing
- Alignment with strategic priorities
  - Product goals
  - Business objectives
  - Market share

## Partner Selection:

- Strategic fit
  - Alignment with long term goals
  - Culture fit with product
  - Value to your customer
  - Technical compatibility
- Financial health
  - Credit checks
  - Financial sustainability
  - Due diligence
- Risk assessment
  - Compliance support
  - Competitive threat
  - Legal and liabilities
  - Operational

## Partner Contract:

- Contract terms
  - Legal guidelines
  - Service Level Agreement
  - Ordering
  - Compliance monitoring
  - Renewal / Exit / Change
- Decision makers
  - Finance
  - Security
  - Legal
  - Commercial & Risks
  - Operational
  - Approvals & accountability
- Operational procedures
  - Roles and responsibilities
  - Onboarding process
  - Sales motion
  - Escalation process

## Partner Management:

- Measurements
  - Revenue impact
  - Customer satisfaction
  - Operational performance
- Business reviews
  - Cadence of performance reviews
  - Evaluate partnership alignment
- Collaboration plan
  - Stakeholders for operations
  - Shared tools for ongoing work
  - Regular operational updates
  - Problem resolution



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## Weekly product management newsletter

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