Category

Strategy

Ecosystem Partnering & Strategic Alliances Playbook

Choosing, structuring, and governing alliances that create value neither partner could capture alone

- Executive
- Intermediate
- Template Included

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- 3 minute(s)

Overview

A framework for evaluating potential strategic alliance partners, structuring the deal to align incentives, and governing the relationship so it survives past the signing ceremony.

How is a strategic alliance different from a joint venture?

A joint venture creates a new, jointly owned legal entity. A strategic alliance is a contractual relationship between two independent companies — this playbook is built for the latter, though the partner evaluation logic transfers.

What's the single biggest reason alliances fail?

Misaligned incentives that were never surfaced during deal structuring — both partners agree on the strategic logic but are quietly optimizing for different, sometimes conflicting, metrics.

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