

Alliance Checklist

Item	Yes	No
• Am I comfortable working with this person?		
• Do we share the same values and ethics?		
• Will the relationship reflect positively on my brand?		
• Have I done everything possible to ensure that a relationship with my business will reflect positively on the other party?		
• Do I have sound business reason for proceeding? What do I want to achieve?		
• Is the timing right for me to proceed right now?		
• Does the other person (s) have sound business reasons for proceeding? What do they want to achieve?		
• Have we brainstormed potential ways that we could work together?		
• Have we selected a specific strategy that has a realistic probability of achieving BOTH our business objectives?		
• Have we selected a strategy that is within the capacity for both of us to implement? (Consider money, time and skills.)		
• Have we selected a strategy that is appropriate for the maturity of our relationship? (Use lower risk strategies earlier in a relationship).		
• Have we agreed on how we will measure the effectiveness of the strategy?		
• Do we have agreed and realistic timelines surrounding the strategy?		
• Have we agreed on an implementation process – which will do what, and by when?		
• Do we have an agreed exit strategy in place?		
• Are both parties genuinely comfortable with all aspects of the alliance strategy? (Open and honest communication is essential.)		
• Have we created a Strategic Alliance Agreement so that all aspects of the alliance are clearly understood and agreed by both/all parties?		