

## Training for Business Relationship Managers and Ecosystem Developers

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# SIMPLY TRANSFORMATIONAL TRAINING

Practical. Proven. Powerful.

This training is transformational because it focuses on *relationship* and *simplicity*. It integrates the *intangible* issues in relationships (e.g., trust, communication, atmosphere) with *tangible* results (e.g., value creation, incremental sales). With this approach on-going transformation and growth will naturally occur.

### Simplicity Begets Creative Solutions

Business relationships and ecosystems are increasingly important because the purpose of business is the *creation* and exchange of value, and value creation *only* happens *in relationship*.

Making development relationships more collaborative is simply about focusing on the *essence* of the relationship, the removal of impediments and the creation of value. This simple focus is transformational. Simplicity frees up time and accelerates progress, it empowers self and others, it increases personal commitment and team alignment, it produces greater trust and enables the discovery of a practical long-term vision, and it creates a healthier more value-creating atmosphere. These all lead to beautiful solutions.

As simplicity moves into the ecosystem, it becomes more attractive. This simple attractiveness allows for the creation of unforeseen value and strategic differentiation. It then perpetually disrupts status quo for the benefit of all, especially for the ecosystem's leader.

### Today's Business Challenges

Most business relationships fail; they fail to achieve their full value-creating potential. Most of these failures are due to failure in *relationship*, as evidenced by low levels of trust, poor communications and a non-collaborative atmosphere. Relationship is the "elephant in the room".

The greatest challenge in any inter-company business relationship is unaddressed cultural and strategic differences. This challenge is often unseen and unresolved.

There are other issues that are not tied directly to relationship, but when relationship improves these issues naturally resolve themselves. These are the challenges: overwhelming complexity, dysfunctional drama, lack of individual buy-in, poor team alignment, unclear focus, lack of creative ideas and long-term vision, unhealthy risk aversion, suboptimal negotiating outcomes, lack of empowerment, ineffective or unrealistic performance metrics, and role ambiguity for the relationship manager.

**Relationship is *the* challenging opportunity,  
hidden in plain sight!**

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### Today's Attempted Solutions

Today's challenges are *relationship* issues and businesses have tried various solutions.

The first is to staff the position with a "relationship person", especially someone who will "drive" the relationship and extract maximum near-term value. Often businesses put a traditional sales person into the role of alliance or partner manager; someone more focused on *near-term value-exchange* rather than *long-term value-creation*. Long-term results suffer. There may be some initial success, but failure rates soon return to the same mediocre status quo. Strategic frustration continues.

Another tactic is to "manage" the relationship with external remedies like business plans, contracts, monitoring systems, governance processes, performance metrics, executive reviews and the use of best practices. These are all worthwhile and logical things to do, but external remedies alone are insufficient.

Despite business's best efforts, over the past three decades there has been minimal overall industry-wide improvement in the performance of collaborative business relationships. Most of them continue to fail to achieve their full potential, and businesses remain frustrated.

### Your Unmet Needs

As a manager of value-creating business relationships, you struggle to understand and explain to others the purpose and value of your role. Moreover, the idea of a clear and simple focus is very attractive to you; you wish you could be more focused on the co-development work in the relationship and less focused on the relationship itself. You see the relationship as a distraction from your "real work".

You understand that simplicity will free up more of your time; you just wish you knew where and how to focus. But what are the most important opportunities and challenges? And where should you focus your attention and the attention of others to achieve the best near-term and long-term results?

Management is asking for new collaborative ideas and a long-term vision for your business relationship. Where do these creative ideas come from? How do you find an inspiring, realistic vision?

Finally, the overall atmosphere in your relationship impedes rather than encourages collaboration, the level of trust is low, and communications are more dysfunctional than they are open and healthy. How can you increase trust, improve communications and revive the climate?

For those of you involved in ecosystems the challenges are similar, yet at a higher level. You, too, are in need of simplicity and focus, even more so than in individual business relationships. You need an architecture that is based on real-world opportunities. You need to create an ecosystem that is less complex and more creative; you need an ecosystem that is better than today's and better than your competitor's.

Ultimately, your ecosystem and all of its business relationships need to be vibrant and game changing, ever disrupting the status quo in healthy ways. It all needs to continually provide unforeseen value creating opportunities and sustainable strategic differentiation.

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### There is a Better Way

We provide you with training that is personally empowering, helping you clearly see the purpose and value of your role. You will truly lead your business relationships and ecosystem.

You will understand how to use a practical, proven and powerful methodology that removes obstacles, fosters greater trust, increases personal commitment, focuses your team, and leads to “radical simplicity” that frees up time and creativity, transforms your relationship and ecosystem, and enables greater value-creation.

Over time, your business will realize that your most challenging relationships are actually *crucibles* for on-going growth, transformation and differentiation.

Your business relationship management processes will simplify, so that your ecosystem architecture also simplifies and creates greater value. This design will be based on the real-world opportunities and challenges clearly seen in your individual relationships. Ecosystem differentiation will be based on simplicity and ease-of-value-creation. As you learn to deeply and creatively “listen” to your individual relationships and the overall ecosystem, the climate will become incredibly healthy and creative, providing you with on-going and sustainable differentiation.

New creative opportunities and a powerful vision for the future will simply come to you.

*“This is the best training we have ever had here in Munich. It helped us fundamentally change how we think about, talk about and do our work. I regret not having this training before I started by job.”*

- Intel’s Strategic Relationship Managers

*“As a result of the 2-Slide Methodology™ [i.e., ‘transformational simplicity’] Intel’s strategic alliance with Capgemini has been fundamentally impacted, in positive and amazing ways, top-to-bottom.”*

- Intel’s Capgemini Global Alliance Manager

### Overview of Training

Here is an overview of the value you will derive from participating in our training:

- A clearer realization that *relationship* is your *most* strategic asset, not something to be managed but a powerful and untapped source of solutions, opportunity and practical long-term vision.
- An appreciation for the *practical* use of *spiritual* ideas and behaviors to *improve relationship*.
- Seeing the value in *confrontation*, which calls for trust, clears the air and *transforms* relationship.
- How to use a *simply transformational* methodology that taps into the *power-in-the-collective*, which lives in business relationships, enabling the development of *value-attracting* ecosystems.
- Breakthrough realization of the paradoxical *empowerment* that comes from *self-obsolence*.
- A broadened understanding of negotiating, that creates a more collaborative *atmosphere*.
- An appreciation of the need to focus on both the *tangible* as well as *intangible* forms of value.
- Seeing that by simultaneously developing both yourself and your relationship, you can become self-authoring and *self-empowering*.

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### Our Qualifications

Our training is based on extensive and practical experience in strategic alliance/partner management, ecosystem marketing, channel business development, and multi-channel sales.

Gerlach, Porst and Steiner (GP+S) is like no other consultancy in the world. We are uniquely positioned to provide you with transformational and empowering training. We have decades of hands-on experience establishing, developing and managing some of the most challenging and strategically important business relationships in the world. These alliances and partnerships are measured in billions of €s and \$s in incremental value.

Founded in 2001, we are an alliance-oriented consultancy and professional services provider to global high-technology companies. Our business development services range from market research to strategic planning, program execution, value-creation and lead-generation. We are headquartered in Bad Homburg, Germany with offices in Loveland, Colorado, USA and Shanghai, China.

### Your Next Step: Please Contact Us



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