



Processes or Relationship & People

The answer is not either/or, it is both/and

Your power-of-creation is hidden in plain sight™

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These slides – www.spibr.org/processes-and-people.pdf

Shown in this video – <https://youtu.be/S3LLi6cAVdM>

Transactional view of a Strategic Alliance

Business processes: keep the alliance alive. SRMs must assure processes are in place



Relational view of a Strategic Alliance

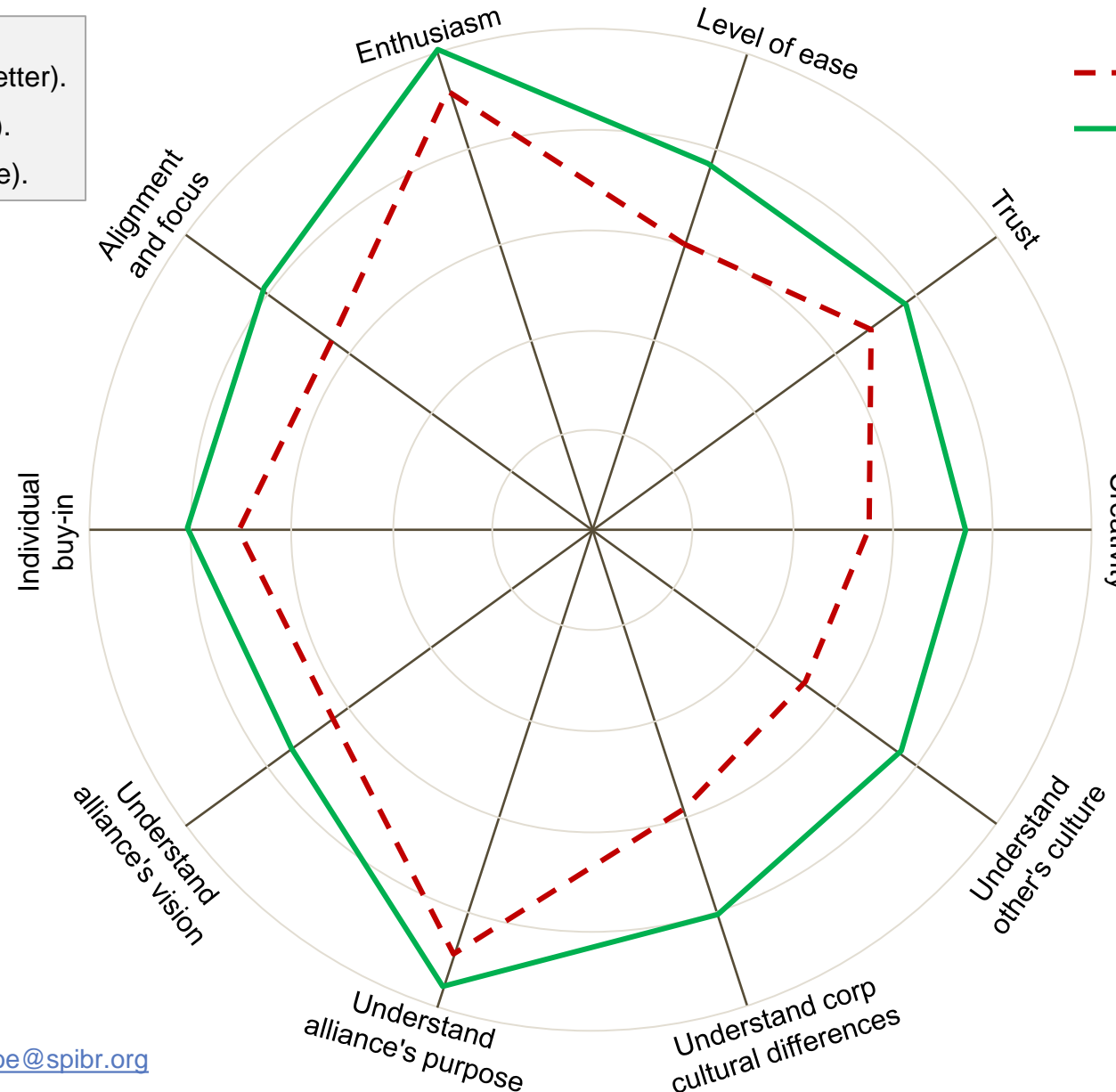
People issues: causes value-creation. The source of purpose, vision, corporate culture.



Relational Improvements Lead to Transactional Results

Relationship is cause. Value-creation and sales revenue are effects.

Note: Scores increase as the rings grow larger (i.e., bigger is better).
Inner-most ring = 1 (lowest score).
Outer-most ring = 5 (highest score).



--- Prior to having an SRM
— Having an SRM in place

Averaged across 3 alliances:

- The relationships appears to have matured (by 1-2 years), in a fairly balanced way.
- There has been a huge improvement in understanding the cultural differences. In time, this will lead to increases in trust and levels of ease.
- Enthusiasm for the alliances was already high; it cannot improve any more (at least not in this spider diagram).
- While the purpose is high, vision need to improve. "We know what we're working on today. Where are we going?"
- As vision increases, there will be increases in individual buy-in, and alignment and focus in the teams.



Joe Kittel

Relationship Engineer



- Grounded in electrical engineering (magna cum laude), I focus on the use of fundamental principles in order to create value and accomplish the impossible. This I have done in corporate level engineer-driven strategic alliances (e.g., amongst HP, IBM, Intel, Microsoft, SAP and others), measured in \$Bs.
- I am focused on creating value, in and between organizations, by leveraging off of the lessons learned in life and in my strategic alliancing work.
- I empower others to accomplish the impossible and change the world.

[résumé](#)

Let us engage in follow-up dialogue – www.Value-Creation.NET



Backup Slides

Business Processes OR Relationship & People?

Teaming Agreements and Contracts

Governance Processes and Escalation Procedures

Monitoring and Reporting Systems

Measurements, Metrics and Scoreboards

Briefings, Reviews and Public Events

Strategic Business Development Planning

Relationship Management Tools and Processes

AND



Develop and Deepen Relationship → Value-Creation

