

Key Strategic Questions

Ask and answer these questions before commencing negotiations:

1. What pressures are our customers facing? _____
2. Will this alliance make our customers more satisfied or successful? Yes No
How? _____
3. What new ways of doing business should we consider? _____
4. Is a “breakthrough” in thinking possible? Yes No
How? _____
5. Do the strategic objectives of the alliance create value added that will yield a strategic competitive advantage? Yes No
6. Is an alliance needed to accomplish our objectives and goals? Yes No
7. Have we been frank in our analysis of our strengths and weaknesses? Yes No
8. Do we know our potential alliance partner’s strengths, weaknesses, and strategy and objectives for growth? Yes No
9. Do we know our competitors’ present and future strategies? Yes No
Are we honest and realistic in our assessment? Yes No
Has it been “devil’s advocated”? Yes No
How do we know? _____
10. What future strategic profile must we have in order to be winning in this market in three to five years?

Is this empirically substantiated? Yes No
11. Which major trends represent opportunities, and which represent threats for the alliance? _____

12. What happens if we do nothing? _____
Maintain the current course? _____
Go it alone? _____
13. What can we expect our competitors to do if we form an alliance? _____

