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? 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?