Some Useful Tools

1. Steps For Building An Alliance:

Establish a Core Working Group
Core Working Group Duties Include:
• Determining alliance policies, objectives, and strategies.
• Recruiting alliance team members.
• Organizing and conducting meetings
• Removing barriers for alliance members
• Assigning or training someone to facilitate meetings.
• Evaluating (and re-evaluating) alliance progress.
• Dissolving the alliance when it successfully completes its mission
Example: Sterling Drug, which is a pharmaceutical company in America, want to expand its markets to Europe. Thus, the first step is to organize an alliance core working group, which has 4 to 10 members to represent the company. Then, the group will be given the duties which is listed above.

Develop a General Goal Statement
A goal statement should:
• Be concise
• Clearly state the position of the alliance
• Identify the intended outcome of a successful effort
Example: The goal of Sterling Drug is to market its products through the distribution system of another company in Europe.

Identify and Enlist Credible Partners
Example: Sterling Drug has listed few credible partners. They have choose to alliance with Sanofi, which is another pharmaceutical company in France. This is because each of the company emphasizes the sales on different products.

Identify Mutual Benefits For Alliance Members
Example:
<table>
<thead>
<tr>
<th>Alliance Member</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sterling Drug</td>
<td>Expand its markets to Europe</td>
</tr>
<tr>
<td>Sanofi</td>
<td>Expand its markets to North and Latin America</td>
</tr>
</tbody>
</table>

Develop a Strategy
Example: Sterling Drug and Sanofi can develop the strategy by listing its target groups, corresponding actions, beginning and completion dates.