

District32- Fostering Alliances Framework



The Four Types of People You Need.

Support/Friends

For care, motivation, inspiration and a warm shoulder.



Mentors

For guidance. Learn from their experience without being judged and prevent costly mistakes.

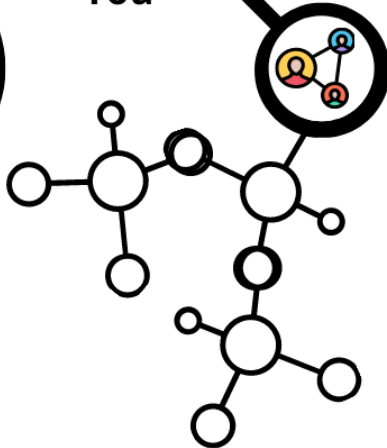


You



Referral Partners/ Connectors

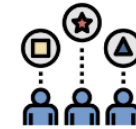
For referrals and connections to the people you need to meet.



Industry Experts

For expert advice across all industries, including yours.

Five Principles for Successful Relationships and Alliances.



Leverage the differences to create value for everyone in the alliance.



Focus on people and relationships over the business plan.



Measure metrics for long-term alliance progress and don't focus only on short-term goals.



Don't lose focus of your internal stakeholder needs.



Focus on collaboration rather than following a strict set of rules and procedures.