

The Power of True Partnerships

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We live in a business world today, that more than ever seeks (calls-out) for true partnerships. As companies strive to be more agile, lean, quicken the market, competitive and more responsive. It is clear that we all need to develop, foster and earn the right to be viewed as a true partner. Becoming a trusted partner is indeed mutual. It is a two-way business relationship, that is the road to success. Both parties invest in the success of their partners, it can and is, a game changer. It grants us to optimize the strengths both partners have! It is working to design the future of our industry! The key is to seek like-minded partners with shared vision and passion!

A true partnership is created from a deep sense of connection. Which leads to trust, transparency, security and mutual support. True partnerships share rewards and risks! True partnerships are committed to long term relationships, grounded in mutual benefits. True partnerships seek equity and value each other. True partnerships celebrate the differences. True partnerships co-create, programs, etc.

True Partnerships:

- Share common goals and objectives
- Share resources and talent
- Hold each other accountable.

True partnerships walk together, sharing ups and downs. In essence, sharing the journey.

“If a man aspires to the highest place, it is no dishonor to him to halt at the second.” – Cicero

The point is we all need each other in business and in life. Meaningful relationships take work and effort!

- It is paramount to select a partner with shared interest, vision and goals.
- To clearly understand each partners motivation and business interest,
- Spend the time to analyze the strengths and weaknesses of each partner.
- Choose a partner with complementary skills.
- Define each partners role and responsibilities
- Build the right structure
- Put expectations in writing
- Be open, honest and candid with each other.
- Share your values
- “COMMUNICATE, COMMUNICATE, COMMUNICATE.”
- Avoid surprises
- Respect each other
- Do not let discontent fester.

The road to mutually beneficial partnerships is paved with:

Trust

Complete Transparency

Create a relationship that
fosters unfiltered communication

Remember relationships work both ways

Collaborate Always
(Navigate Together Ups & Downs)

Collaborate Always
(Share a Sense of Purpose)

Build Together

The question behind the question:

DO YOUR CUSTOMERS, EMPLOYEES AND VENDORS VIEW YOU AS A
PARTNER? AND DO YOU VIEW YOUR CUSTOMERS, EMPLOYEES AND
VENDORS AS PARTNERS?