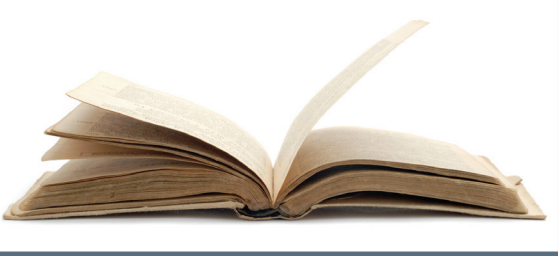




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# Does Your Alliance Team Have Its Own Playbook?





Make Partnering A Core Corporate Capability. Deliver A More Consistent Partner Experience. Elevate Your Performance.

**Grow Your Capabilities with Custom Alliance Management Guidebooks from The Rhythm of Business.**

Alliance management should be a core corporate capability—not dependent on specific individuals. Your Alliance Management Guidebook—custom-developed with you by The Rhythm of Business—documents and standardizes the way you partner—and is a resource for anyone engaged with partners.

- Ensure your partners enjoy a more consistent experience—supported by our rich suite of planning, decision-making, and communication tools.
- Reduce risk—by clearly defining how problems get resolved and alliances interface with corporate governance and decision-making bodies.
- Drive superior performance from your alliances, channel partnerships, and other strategic collaborations—when your standard processes are informed by industry-leading practices.

**Your Custom Guidebook Includes:**

- Alliance Roles—manager, sponsor, governance members, project teams
- Leadership and Performance Expectations
- Key Responsibilities throughout the Lifecycle
- Alliance Start-up and Transition
- Job Descriptions

**Plus Tools for**

- Alliance Start-ups
- Governance and Administration
- Managing Alliance Operations
- Financial Reporting



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