



PARTNER BY DESIGN™

Bring Your Executive Suite

**THE POWER TO PARTNER
EVERYWHERE**

HOW POWERFUL COULD YOU BE WITH THE POWER TO PARTNER EVERYWHERE?

- ✓ Partner with any company, of any size, and in any sector
- ✓ Partner for innovation, expertise, access, capacity, asset utilization, cost saving, risk shifting—*every form of value*
- ✓ Leave no OPPORTUNITY or VALUE on the table!



PARTNER BY DESIGN™:

STRATEGY



BUILD

Strategy, Governance,
and Capability

- ✓ Make partner and corporate strategy seamless
- ✓ Orchestrate portfolio and ecosystem
- ✓ Feed the core AND incubate new business models
- ✓ Prioritize resources to place big bets confidently

PARTNER BY DESIGN™:

GOVERNANCE



BUILD

Strategy, Governance,
and Capability

- ✓ Engage stakeholders in decision-making with clear line of sight to execution
- ✓ Open doors to new business models and partners
- ✓ Accelerate and scale partnering activities

PARTNER BY DESIGN™:

CAPABILITY



BUILD

Strategy, Governance,
and Capability

- ✓ Embed partnering into your company's DNA
- ✓ Engage, educate, and empower stakeholders
- ✓ Partner internally to execute top-to-bottom and end-to-end across your business



PARTNER BY
DESIGNTM

OUTCOMES

Deliver the Levers of Success
to Your Executive Suite

PARTNER BY DESIGN™

UNLEASH THE POWER TO

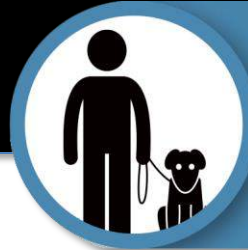
ACCELERATE AND ADAPT AT THE VELOCITY
OF CHANGE IN THE ECOSYSTEM ERA

CONFIDENTLY DRIVE THE OUTCOMES
THAT MATTER MOST TO YOUR BUSINESS

PARTNER BY DESIGN™

OUTCOMES

Harness
The Power to
Partner
Everywhere



TAME

Risk and Complexity



INNOVATE

Customer Experience



ACCELERATE

Growth

Why PARTNER BY DESIGN™ with

THE RHYTHM OF BUSINESS?

Real-world cross-industry and ecosystem experience and the expertise to deliver

- ✓ Partnering and collaboration strategy
- ✓ Consulting, solutions, and tools
- ✓ Learning programs



“... feedback from the team has been outstanding. ... you animated and led this workshop, combining theory and practice and facilitating the interactions between all of us.”

—SVP, Global Alliances

WHO ARE THE LEADERS THAT RELY UPON THE RHYTHM OF BUSINESS?



“They have been our partners in ... growing the collaborative capability of our organization and ... expanding our influence. They are always there for us, no matter the challenge.”

—Mary Jo Struttman
Senior Director, Alliance
Management, ASTELLAS

SMART PARTNERING™ ALLIANCE

An alliance of partnering experts that:

- ✓ Improves partnering success
- ✓ Orchestrates strategic transformation
- ✓ Guides organizations into ecosystem partnering



SMART PARTNERING CLIENTS

IBM®



dun & bradstreet

EQUIFAX



ARE YOU READY TO PARTNER BY DESIGN™?

Get the **POWER** to **PARTNER EVERYWHERE**:
Contact **THE RHYTHM OF BUSINESS** Today!

- ✓ Call +1 617.965.4777
- ✓ Visit us at rhythmofbusiness.com
- ✓ Follow us on Twitter:
[@RhythmofBiz](https://twitter.com/RhythmofBiz)



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Strategy, Governance,
and Capability



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