

Success Alliance is designed to develop win-win relationships between key partners. The objective is to create common goals, and shared actions that lead to increased performance for both parties.

Gaining an understanding of what each party's respective needs are is the starting point to design a set of initiatives that will result in better outcomes for both parties. A Success Alliance enables transparency, visibility and focused strategic work.

The Success Alliance Map is a dynamic document that is continually informed by the continual discovery process and current learnings from the agile approach to strategy execution. This allows the Map to remain reality-based and relevant to all parties.

Success Alliance will:

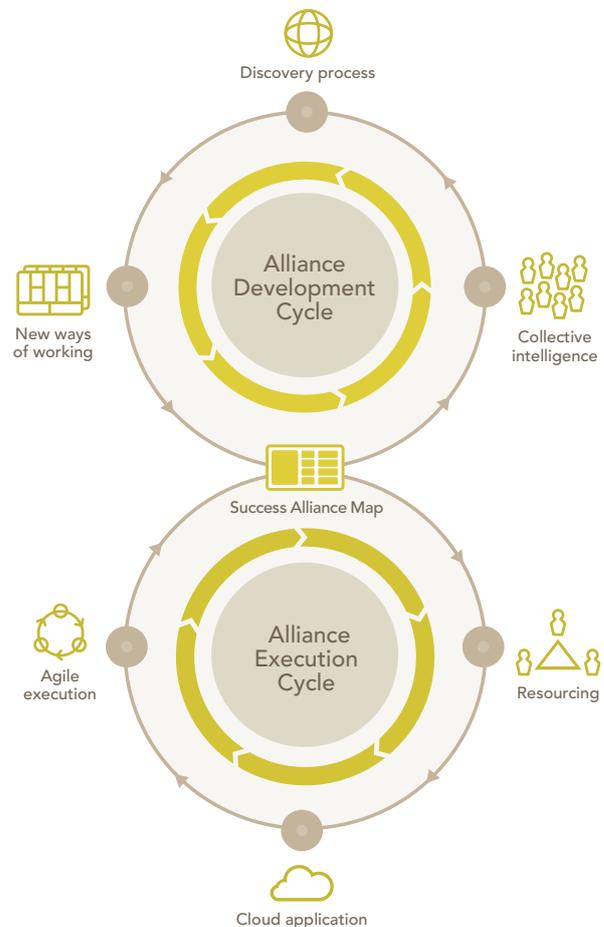
- 1** Acknowledge the partnership relationship is a critical asset
- 2** Create a shared set of outcomes and action plan
- 3** Create a clear set of responsibilities and accountabilities
- 4** Reduce noise and friction between the parties
- 5** Provide a single point to monitor progress and adapt to external changes

### Success Alliance Cycle

The Success Alliance approach has two intersecting cycles:

- Alliance development cycle
- Alliance execution cycle

At the nexus of these 2 cycles is the one page Success Alliance Map. This Map provides key stakeholders with a tool to communicate simply and effectively the road to the future.

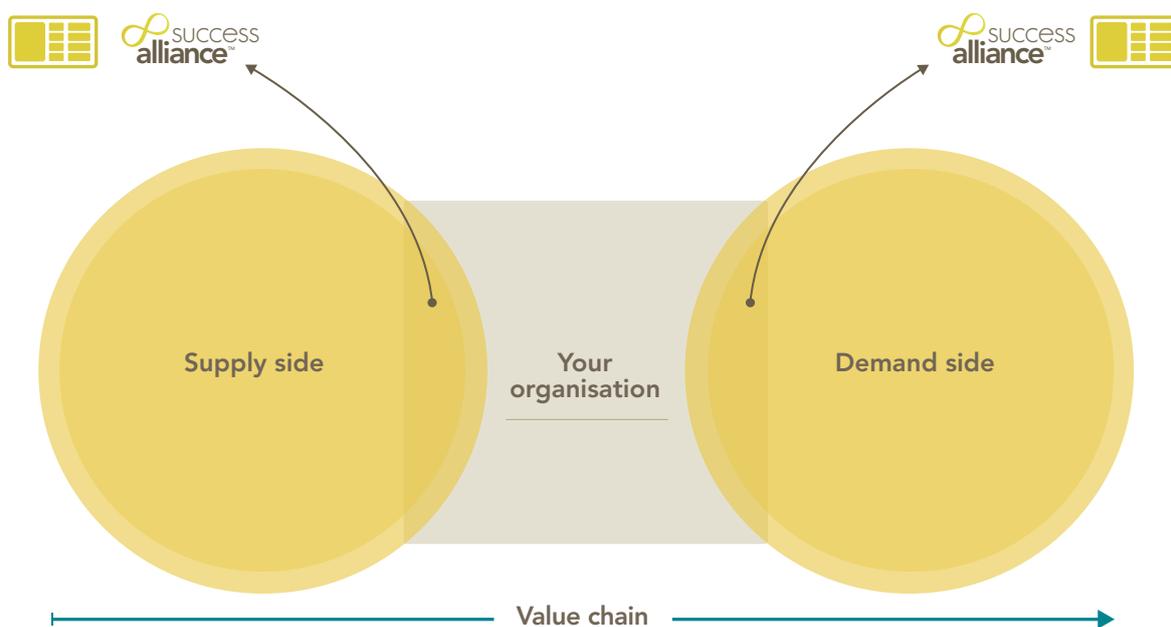


# Discovering opportunities

## The value chain framework

Success Alliance connects your organisation with the supply side or the demand side of your organisation's value chain. We have found that during these joint conversations, facts about different options emerge to increase efficiencies and increase productivity.

It provides ways to see new possibilities that may not have been accessible before.



## How does it work?

Key representatives from each organisation attend a facilitated one day workshop, delivered face to face or virtually, to develop a one page Success Alliance Map.

This Success Alliance Map articulates:

1.  The shared outcomes of the alliance in 3 years time
2.  The investments each party will make to realise the outcomes
3.  The key milestones in the next 12 months
4.  The first 90 days deliverables
5.  The reporting and monitoring cadence

# Return on investment

## Success Alliance return on investment

There is a growing awareness that an organisation's intangible assets are the primary driver of performance and value creation.

Key relationships with customers, partners and suppliers are a critical part of an organisation's intangible asset base. Therefore, forming robust Success Alliances with key stakeholders is an investment that generates high returns.

For example, by better understanding an alliance partner's needs, we routinely find opportunities to generate new value at little actual cost or effort. This further cements relationships and the value to all partners.

## Application areas

- Key account relationships
- Critical supplier relationships
- Major projects partnerships

A Success Alliance will enhance the relationships necessary to deliver improved outcomes over multi-year journeys.

## Testimonial: Trusted delivery partner

"Diona utilised Waterfield's Success Alliance with one of our major client's Queensland Urban Utilities. The Success Alliance process helped us understand QUU's needs better and focus our efforts on building a stronger partnership.

By the end of the workshop we had a clear 12 month plan which focused on addressing our clients needs, improving our processes and exploring new opportunities.

In the first 12 months we had achieved all our milestones and significantly improved our relationship with QUU, cementing our position as one of their most trusted delivery partners. The value created from this alliance resulted in Diona winning the CCF QLD industry award for innovative pipeline renewal projects.

It is hard to imagine achieving the same results in such a short period without this process and assistance of the Waterfield team. So big thanks to all involved."

John O'Connor  
Executive General Manager, Diona

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## Successful alliances

Our clients include the following organisations where collaboration between all parties was fundamental for success:

- Melbourne Docklands
- Green Building Council of Australia
- Monash Partners
- Victorian Comprehensive Cancer Centre
- Diona Construction



To discover more about how Success Alliance can deliver outcomes for you, please contact us;

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