

# Achieving powerful, transformational and innovative value through Alliances

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We live in a VUCA (Volatile, Uncertain, Complex and Ambiguous) world, where we have digital disruption impacting every company in every industry sector, and where we have “industry mashups” such as Healthtech and Fintech, and where companies need to show extreme customer centricity.

There have been a number of Global CEO studies/surveys conducted by a number of leading advisory firms. The outcomes of these studies are very telling and have a number of implications for all companies in every industry. There is recognition that companies need to create competitive advantage, grow and be able to innovate and disrupt (and create new revenue streams), or else they will be disrupted (and will potentially cease to exist). Through these studies, in some cases about 70% of the CEOs said that growth will have come inorganically (Alliances, Partnerships, JVs, M&A) versus organically (doing it yourself), and in the inorganic growth, Alliances and Partnerships has been cited as the most important strategy for growth, in order to create new products / solutions / business models and thus driving increased sales and revenues. However failure rate in Alliances and Partnerships are still high (above 50%), and in particular, those companies that take an Ad hoc approach to Alliances achieve failure rates of 80% or above. Those people and companies that approach this in a systematic and structured manner and apply the “Art and Science” typically achieve over 80% success rates.

Applying the “Art and Science” in Partnering is critical, and that means that the competencies, behaviours and culture of people and companies is critical to the success, and is very different to that of Sales professionals.

The opportunity is simply huge. Those companies that have embraced this approach are racing away from the followers and creating incredible value. The more mature companies are also working with their competitors (coopetion) and are also doing incredibly well.

Those companies that do not take this approach and look to embrace the external network could potentially cease to exist. Does this make you nervous? Well if it does, please register to listen to the webinar by Anoop Nathwani on 12<sup>th</sup> July 2018 where he will share how, through Alliances, you can drive significant value, thus leading to Sales.

Anoop and his business partner also run Alliance Masterclasses, to help train people on this subject and give them a solid foundation in the area of Alliances, and if there is interest, then sign onto the next Alliance Masterclass being run in London through this link [here](#)

## Profile

### Mr Anoop Nathwani, Founder and Director, Consortio Consulting Ltd – United Kingdom



Anoop is a highly entrepreneurial and business centric Senior Alliances and Partnerships professional, with over 20 years of professional experience in this area. He has extensive experience in developing and driving ground breaking, transformational, innovative strategic business development initiatives through the establishment & development of global strategic alliances.

His experience spans a number of industry verticals, and particularly 15 years in the Telecommunications sector with companies such as Vodafone, Hutchison and Nokia. Anoop worked both at a strategy/thought leadership level (including driving best practices and centre of excellences for Nokia globally), as well as at an operational and execution level. He is also a co-author of a published strategy paper on the impact of motivations on Alliances, a topic that has not been covered before.

Anoop is the current President of ASAP UK (ASAP is the only professional body in the world for Strategic Alliance Professionals).