

A circular inset image showing two hands in business suits shaking, set against a blue background. This circle is the focal point of the slide, with the main title text overlaid on it.

Optimise Growth via Strategic Partners/JVs

Summary

This intervention has been constructed to help executives to identify what, why and how to establish and optimize a strategic partner and/or Joint Venture approach to accelerating market presence, growth and performance within local, national or international markets.

Recommended Attendees

CEOs/MDs/Owners

Senior Executives

Board of Directors

LOB P&L Directors

Sales & Business Development Directors

Strategic, International & Channel Development

Objectives & Outcomes:

Having completed this intervention, the delegate or team will be able to;

- 1) Determine overall goals of a strategic partnership/JV.
- 2) Plan, define, and present a suitable proposition to partners.
- 3) Identify and assess potential partners.
- 4) Set suitable and sensible objectives.
- 5) Define a workable Go-To-Market Plan.
- 6) Establish workable business processes.
- 7) Assess potential and limitations.
- 8) Define boundaries and responsibilities of parties.
- 9) Determine desired outcomes/optimum returns.
- 10) Establish the start and end structure of the partnership.

Topics

Goals & Objectives
Relevance & Credibility
Solution Portfolio
Sales & Marketing
Operations & Service
Resources & Processes
Legal & Financial Considerations
Expectations & Results
Responsibilities & Mind-share
Ends & Exits

Designer & Facilitator: Michael Bradley

Highly Experienced Strategic Partner/JV Growth Expert

An award-winning strategic and corporate development expert, who has driven and delivered profitable growth for SME and MNC businesses, by optimising leading-edge technology over the decades, with, to and through partnerships, joint-ventures and M&A across international markets, in both traditional and technology sectors, as well as having strategic directional involvement in education, charity & political sectors.



What Clients Say

"Mike is a fantastic strategist. Combining his clear analytical thinking with experience, he offers novel strategic insights. His creative approach at designing strategy is a superb way to hone actions and priorities for companies seeking to optimise and accelerate their growth. It is a delight to work with him!"

"Mike will be an asset to any business that is looking to build out it's partner business and Mike is the person that can set the structure and bring in the returns."

"The doors you have pointed me towards have moved us into a strong place, and we're on a hyper-scaling programme with a major global IT vendor."

"I have been working with Mike on our strategic growth plans and proposition. His input and insight have been very helpful in defining and developing our approach. He is professional and personable plus pragmatic and diplomatic in his approach. I strongly recommend him in a range of board advisory positions, especially strategic, mergers and acquisitions."

What Clients Say

"I'm very pleased to recommend Mike based on my experience working with him for some years. Mike has both a holistic strategic perspective as a practical way of doing things. Mike is open and shares both knowledge and experiences."

"I had the pleasure to work with Mike when we were looking for a new owner of our business. He showed great knowledge and was thorough and professional at all times. His understanding of the business-critical items was vital in the process. Mike was easy to work with, reliable and I felt I could trust his advises at all times. A really good advisor!"

"Mike and I have been working on international growth projects and his ability to juggle multiple projects is unlike any I've seen before. Mike's made a dramatic impact on our top line, productivity and our consulting process rigour. His ability to interact at the strategic level with clients in India and Europe has been specifically helpful for us in building a strong India-UK-Europe practice."

"Mike is a brilliant sounding-board for your business plan and can help you to reflect on your USPs, understand your sales strategy and define your sales channels. He has an amazing understanding of the B2B market. Thanks Mike!"

What Clients Say

"I have been working with Mike on our strategic growth plans and proposition. His input and insight have been very helpful in defining and developing our approach. He is professional and personable plus pragmatic and diplomatic in his approach. I strongly recommend him in a range of board advisory positions, especially strategic, mergers and acquisitions."

"Mike is an insightful, clear-thinking individual with wide experience of the technology market, trends and business drivers. He sees the bigger picture and recognises business synergies that can deliver real mutual benefit, and is excellent at brokering corporate development connections and the right executive level connections. I've enjoyed my engagements with Mike – he is pragmatic, operates with integrity and fun to work with."

"Mike has been fab! Mike has spent time with me 1-1 going through the Strategic Sanity Check Review. I have recently set up an Architect's practice in Dorset and together we have identified the priorities of the business, areas of greatest impact and pragmatic steps to achieving this. Mike is personable, easy to talk with, has a wealth of experience and ideas to help launch and structure a business. I would highly recommend a 1-1 consultation with Mike to make sure you are resourcing your time, energy and money efficiently. Thanks for your help Mike!"

Duration

Initially 1-Day
but subject to
scope and size

Location

Online
and/or
Face-to-Face

Basis of Charge

£750 per day + T&E

Payment Terms

50% in advance
50% on completion

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to
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or
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**We're
Here To
Help**

