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THE ART OF... PARTNERSHIP? GLOBAL SECURITY ORG MEETS LOCAL BUSINESS UNIT

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What side are you on?



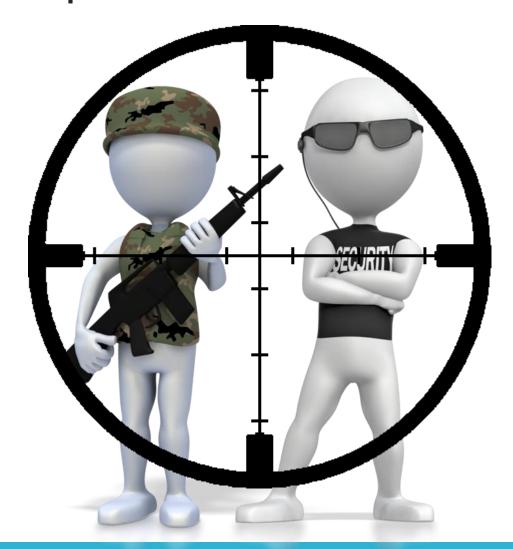


The wrong party has focus...





You need to partner...





How do you Partner?

Legacy

- 1. Get Authority?
- 2. Lay down the Law?
- 3. Bring everyone inline?

"Sales"

- 1. Identify
- 2. Align
- 3. Maintain



Identify — Align — Maintain



- Where are they?
- Who are they?



Identify — Align — Maintain



- Understand and align with their:
 - Vocabulary & Motivation
 - Vision
 - Timing & Resource Constraints



Identify — Align — Maintain



- Stay Strategic even in tactical responses.
- Build Trust During Good & Bad
- Partnerships imply mutual benefit: What will you do for them?
- Take the blame, share the glory.



Summary: Build Alliances

- We are all on the same side!
- Who and where are your partners?
- Practice Strategic Alignment.
- Nurture those relationships because they ARE relationships.



Thank you for your time!

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