

The Collaboration Framework

A new relationship with high potential or an important relationship to each side that is not balanced are examples where the framework for collaboration should be used.

Overview

The Partnership Model should be used to structure relationships with key customers or suppliers where there is a history of working together and both sides view the relationship as having the potential for partnership. But what should management do if these conditions are not met? To be successful, business-to-business relationships require that each side explicitly states expectations and both sides agree on joint goals for the relationship. In this chapter, we describe a framework that can be used to structure collaborative business relationships where the conditions for successfully using the Partnership Model have not been met. A new relationship with high potential or an important relationship to each side that is not balanced are examples where the framework for collaboration should be used. The Collaboration Framework also can be used to develop product and service agreements with key customers and suppliers.

After reading this chapter, you should be able to:

- Identify when it is appropriate for managers to use the Collaboration Framework to structure cross-functional, cross-firm relationships.
- Describe the similarities and differences between the Collaboration Framework and the Partnership Model.
- Explain who in each company should participate in a one-day collaboration meeting and why involving the right people is critical for success.
- Understand how the driver portion of the collaboration meeting is conducted and how it is different from the driver session of the partnership meeting.
- Provide a brief description of each of the driver categories.
- Describe the next step in the collaboration meeting after the two teams have completed their drivers.
- Know what takes place in the Develop Action Plan session.
- Understand how a collaboration meeting provides input for the product and service agreements with customers and suppliers.
- Determine how often management should conduct a collaboration meeting with key customers and suppliers.
- Identify the benefits that can be achieved by using the Collaboration Framework to structure a key business relationship.