

**YOUR SUCCESS
IS OUR MISSION.**



Maximize Your Strategic Alliance Revenue Now

Successful strategic alliances can be the fuel that massively accelerates revenue. Unfortunately, 50-70% of all strategic alliances fail. Most often the strategy is right, however, managing the complexity of operationalizing and successfully executing on these critical relationships overwhelms the best-intended stakeholders.

We typically see four reasons strategic alliances fail:

- Lack of a clear and compelling value exchange
- Inherent complexity associated with integration
- Dynamic markets and operational environments
- Diluted message between executive leadership and field teams

As former members of elite military teams who earned their stripes managing highly complex global alliances, our team is in a unique position to help organizations maximize the ROI of their strategic alliances. Our Alliance Accelerator, based on our proven Flawless Execution® methodology enables organizations to:

- ✓ **Align around a clearly defined vision of success we call a High Definition DestinationSM**
- ✓ **Establish a Common Mental Model for operationalizing the two disparate groups**
- ✓ **Create a culture of accountability and trust through transparency and communication**
- ✓ **Build a rhythm of execution that consistently accelerates the joint team's ability achieve success**

Our clients experience rapid results, maximize the value for each partner, and continue to create massive value out of their strategic alliances for years after our engagement.

How Afterburner Works

Afterburner is the engine behind some of the world's most successful partnerships. Our team is experienced in helping companies both large and small develop alliance strategies and execute plans that not only help each partner achieve success, but also have a lasting impact on the individuals participating in the program.

Alliance Accelerator

The Alliance Accelerator is customized to address the complex challenges associated with operationalizing high-stakes strategic partnerships. Our inclusive methodology breaks down cultural barriers and leads to comprehensive and effective plans. Because we embed with your organization throughout the engagement, we are able to keep teams aligned, focused and accountable, and build the right behavioral patterns to ensure activities are in sync with the desired outcome of the alliance.



ASSESS

We fully immerse ourselves in your business with a 1:1 interviews and virtual debriefs with every member of the team, giving us critical insights into what's working and where you can improve.



ALIGN

- We use these insights to build a shared vision of success, called the High Definition DestinationSM (HDD), that maximizes the collective ROI of the alliance.
- The team will prioritize critical campaigns that drive action to our HDD and yield specific intended effects and measurements to drive immediate and accountable outcomes.



ACT WITH AGILITY

- Embedded with your teams, our consultants establish an execution cadence with a bias toward action that fuels the team's growth and ability to achieve success.
- We continue to support you by enabling full-team collaboration and a shared operational platform.

"We never would have gotten here without this process. Afterburner focused us on a common vision and play between the two companies that resulted in achieving 150% of goal."

- GLOBAL ACCOUNT DIRECTOR, GLOBAL 2000 SOFTWARE COMPANY

The Afterburner Difference



PROVEN METHODOLOGY

Based on the battle-tested Flawless Execution® model used in industries experiencing rapid change, our methodology inspires discipline, accountability, and cross organizational alignment, with meaningful return on investment.



ELITE PERFORMERS

Our consultants are elite special ops veterans who have a mindset and skillset that comes from 1000's of operations including managing high-stakes strategic alliances across dozens of allied countries.



ACTIONABLE GUIDANCE

Instead of theory and binders that sit on the shelf when we're gone, our team delivers practical, actionable guidance that produces measurable results for your strategic alliances in a short period of time.



LASTING IMPACT

Our full range of services are flexible and scalable to all sizes and types of strategic alliance and empowers deeper relationships based on mutual success. Teams thrive even after the engagement ends.

"The Afterburner team helped our companies become more tightly aligned and we now have a solid game plan to attack all core strategic accounts that can benefit from our joint offering."

- VP STRATEGIC PARTNERSHIPS, FORTUNE 100 ENTERPRISE TECHNOLOGY COMPANY

For more information about how we make your success our mission, contact Afterburner at [404.835.3500](tel:404.835.3500) or team@afterburner.com.

About Afterburner

We are strategy execution experts who use our proven methodology and team of elite performers to deliver actionable guidance and practical programs that have a life-long impact on your team's ability to successfully execute your most mission-critical strategies.



AFTERBURNER