

Elevating Business Success Through Strategic Alliances

Check-in code

Elevate413

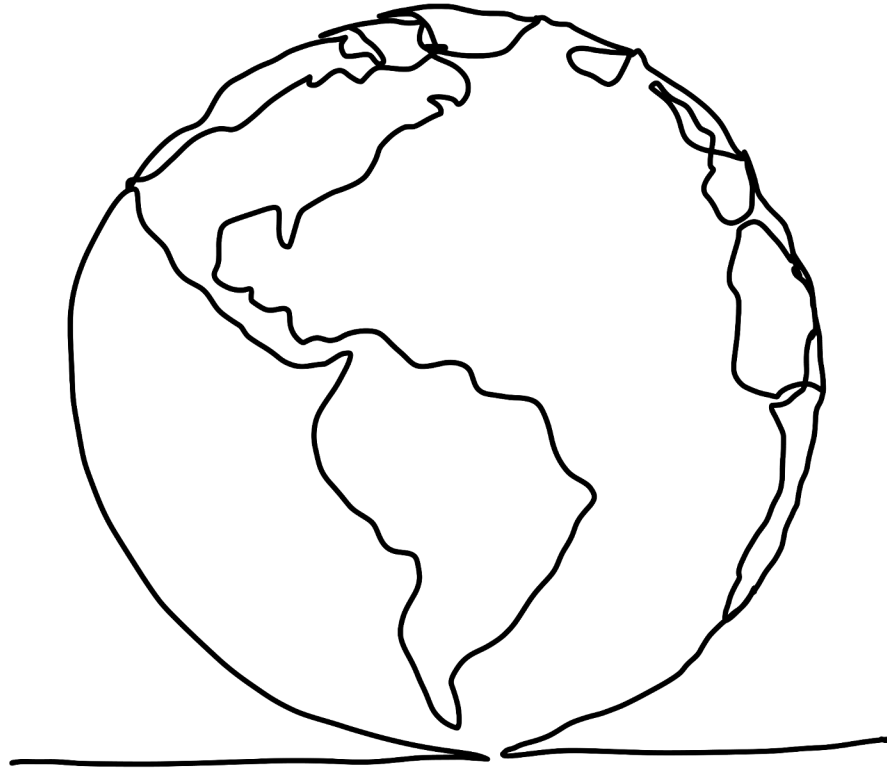


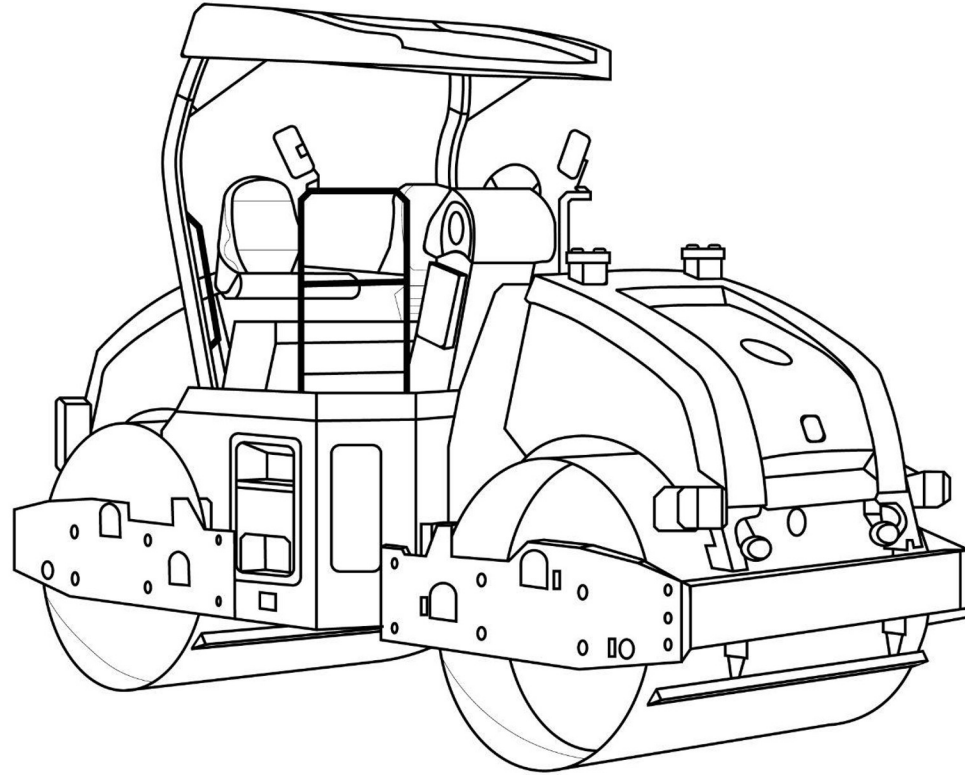


Elevating Business Success Through Strategic Alliances

LEA Global World Conference - Vienna 2024
Annick De Swaef









We connect the world's best accounting and consulting firms, because when you collaborate with better partners, you become a better partner.

BE COMPETITIVE
BE COLLABORATIVE



Poll 1 - Yes or No

**MY COMPANY HAS INITIATED A
PARTNERSHIP WITH ANOTHER FIRM IN
THE LAST 12 MONTHS.**

Poll 2 - Yes or No

**MY COMPANY HAS BEEN APPROACHED
FOR A PARTNERSHIP OPPORTUNITY IN THE
LAST 12 MONTHS.**

BE COMPETITIVE
BE COLLABORATIVE





IBM

 Microsoft

KPMG

ORACLE


EY

Deloitte.

 salesforce

 **SAP**

aws



pwc

 Google Cloud



IBM

Microsoft

RSM

KPMG

ORACLE

xero

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SAP

aws

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Google Cloud

∞

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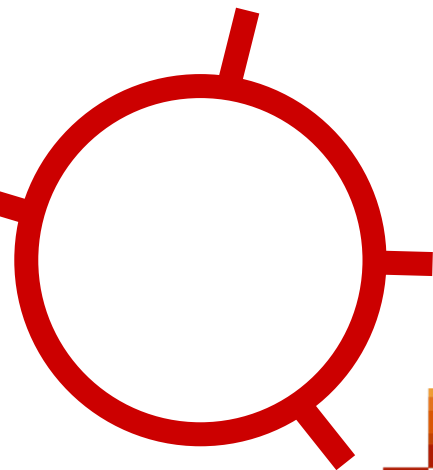
SAP

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WORLD ECONOMIC FORUM

Deloitte.

SAP



pwc



Google Cloud

aws



forv/s
mazars



Collaborative business relationship between two or more entities that **share** assets, expertise, risks, rewards, and control to **create greater value** for their customers and for their own organizations than could be efficiently accomplished independently.

Poll 3

PLEASE SELECT WHICH OF THE FOLLOWING
IS YOUR COMPANY'S MOST IMPORTANT
DRIVER FOR PARTNERING

Access to New Markets
Innovation and Technology Advancements
Cost Efficiency and Resource Sharing
Risk Mitigation and Business Continuity
Enhancing Client Service Offerings



Poll 3

PLEASE SELECT WHICH OF THE FOLLOWING
IS YOUR COMPANY'S LEAST IMPORTANT
DRIVER FOR PARTNERING

Access to New Markets
Innovation and Technology Advancements
Cost Efficiency and Resource Sharing
Risk Mitigation and Business Continuity
Enhancing Client Service Offerings





McLaren GSK Alliance - Scientists in sports, Jenson Button 2013





Dr. Audrey-Flore Ngomsik - Trianon Scientific Communication, Sustainability and Profitability



Roundtable discussion

**IN 5 YEARS, WHAT UNUSUAL
PARTNERSHIP WILL YOUR
COMPANY BE LEADING?**

IT'S ALL ABOUT
WIN-WIN-WIN



BE STRATEGIC
BE PURPOSE-DRIVEN



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The Association of Strategic Alliance Professionals



As companies increasingly turn to partnerships for growth, the ability to manage collaborations effectively has become a vital business skill.





SUCCESS

**Over 50%
of Business
Partnerships Fail...**

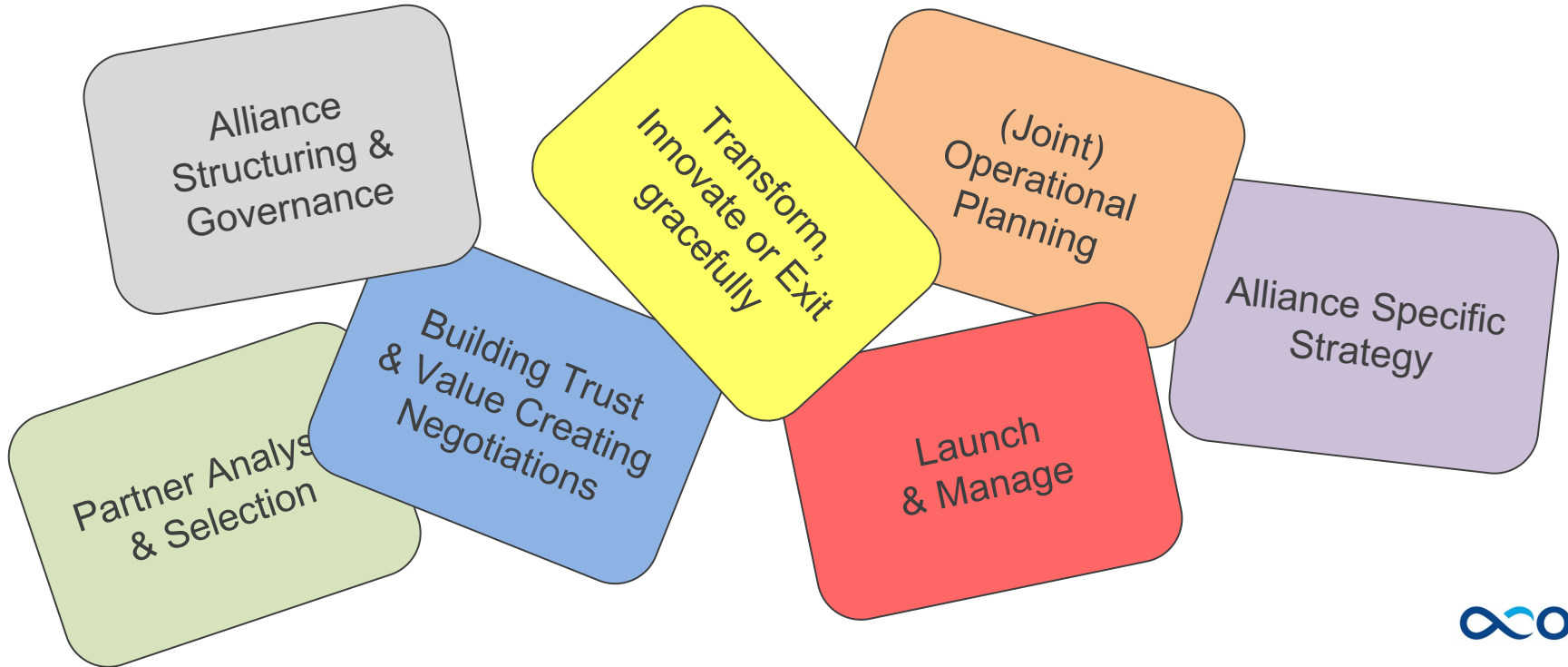
**...But Up to 80% Can
Succeed IF Alliance Best
Practices Are Employed**

Let's play

**ARRANGE THE CARDS IN THE MOST
LOGICAL SEQUENCE BASED ON HOW YOU
THINK SUCCESSFUL PARTNERSHIPS
DEVELOP**

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Strategy
Structurering
Behavior
Mindset



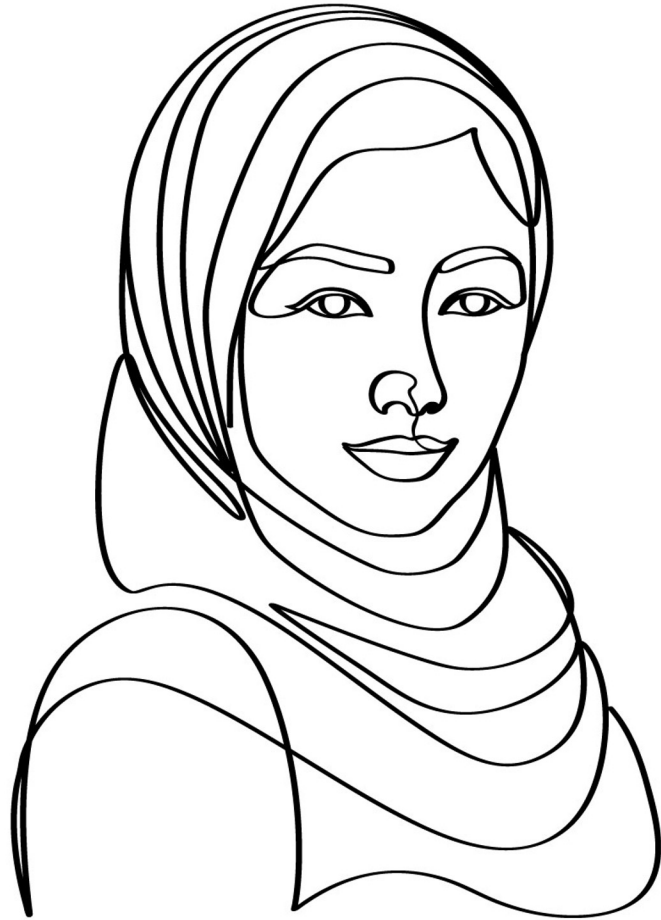


**NURTURE THE FINEST
HUMAN QUALITIES**



Self-assessment

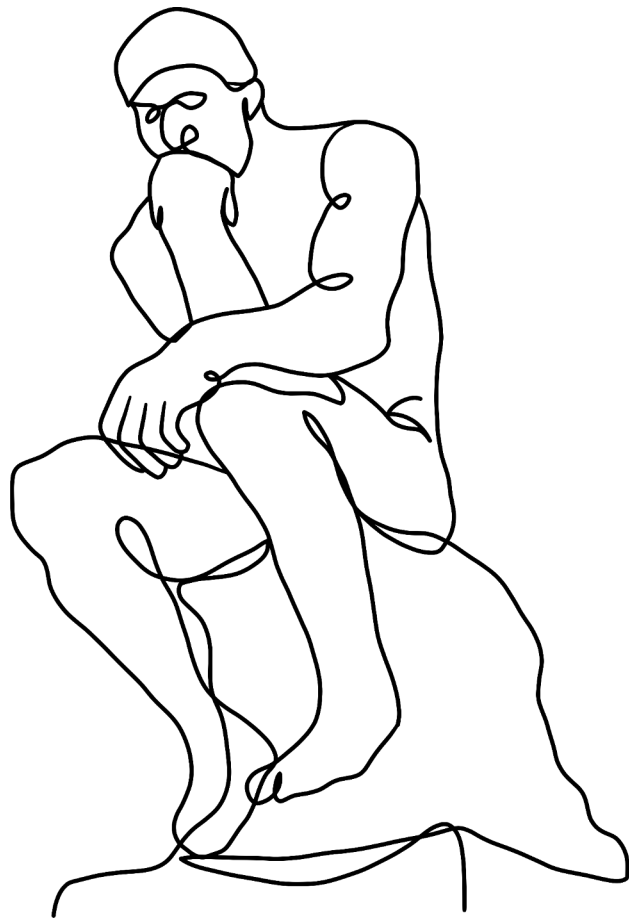
**TO WHAT EXTENT DOES YOUR COMPANY
ACTIVELY INVEST IN THE DEVELOPMENT OF
ADVANCED COLLABORATIVE SKILLS?**



Thinking
Communicating
Collaborating
Caring









**Wish you all
a fantastic
conference!**

yocto

Annick De Swaef