



~~*Before*~~ **After the Ink Dries**

What to Consider about Implementation while Negotiating

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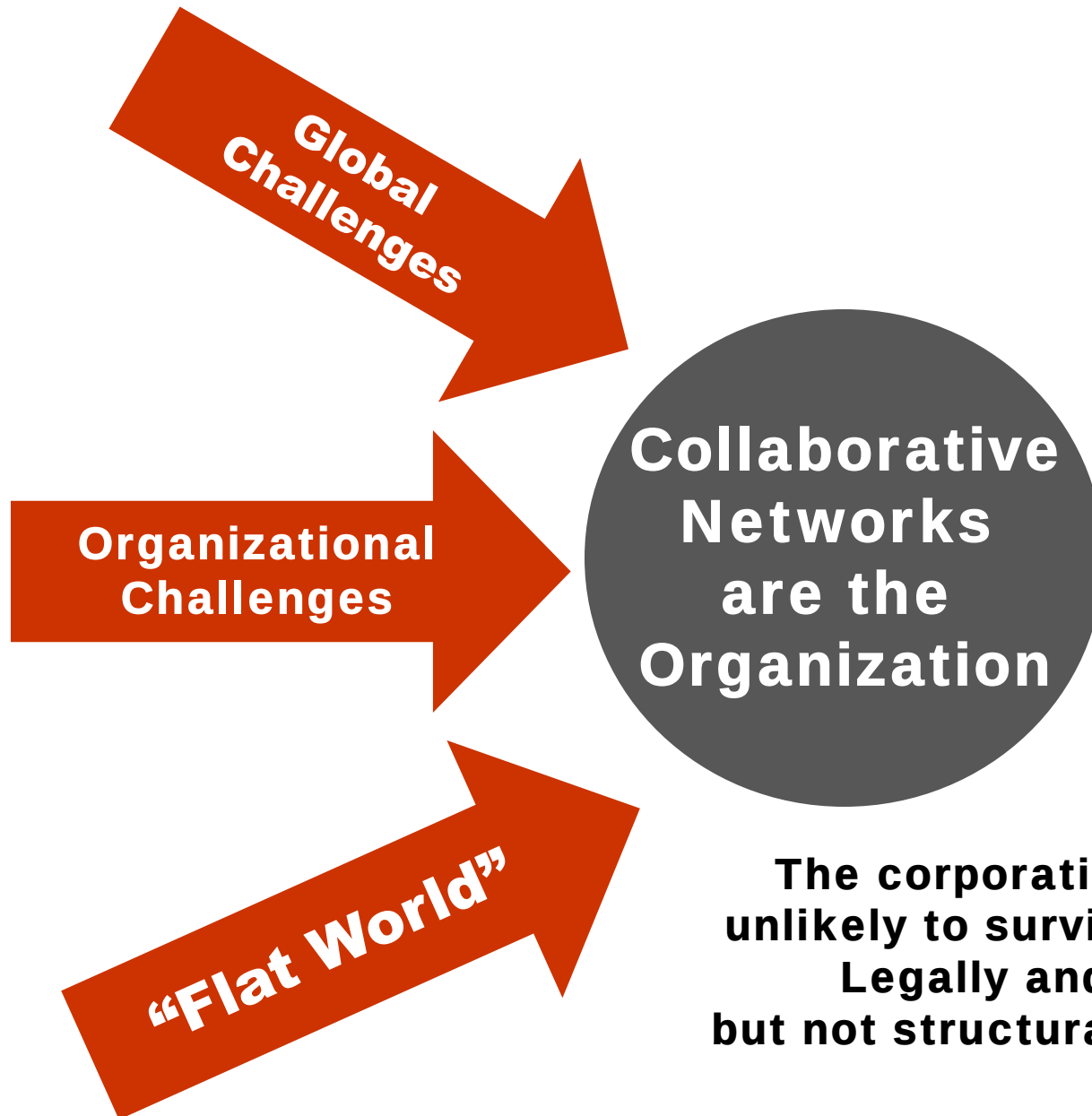
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SBIR ASSETS Forum

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Driving Forces Converge

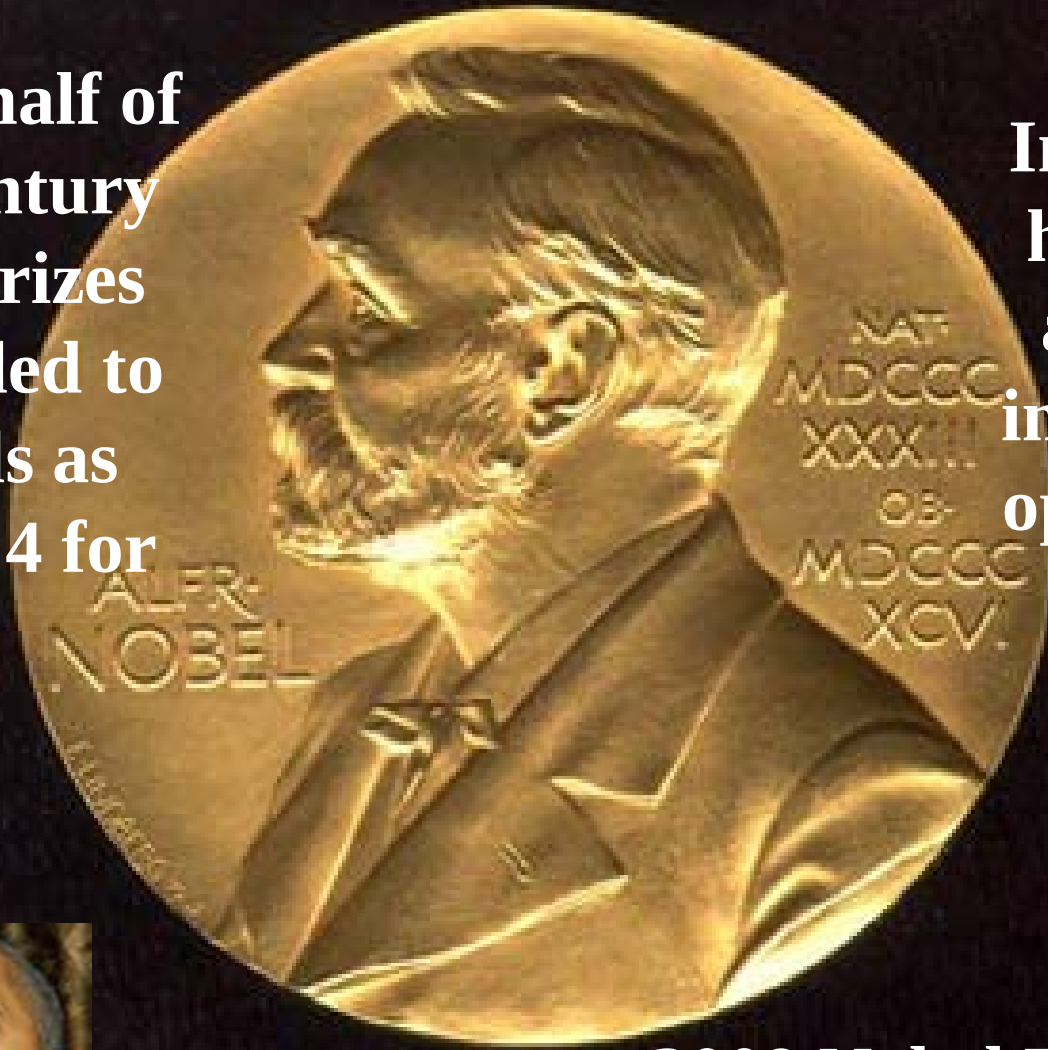


The corporation as we know it is unlikely to survive the next 25 years. Legally and financially yes, but not structurally and economically.

Peter Drucker, August 2000

**Collaboration
Produces
Better Outcomes**

**In the first half of
the 20th Century
39 Nobel Prizes
were awarded to
individuals as
opposed to 4 for
teams**



**In the second
half 33 were
awarded to
individuals as
opposed to 36
for teams**



**2009 Nobel Peace Prize
Global Collaborator-in-Chief**



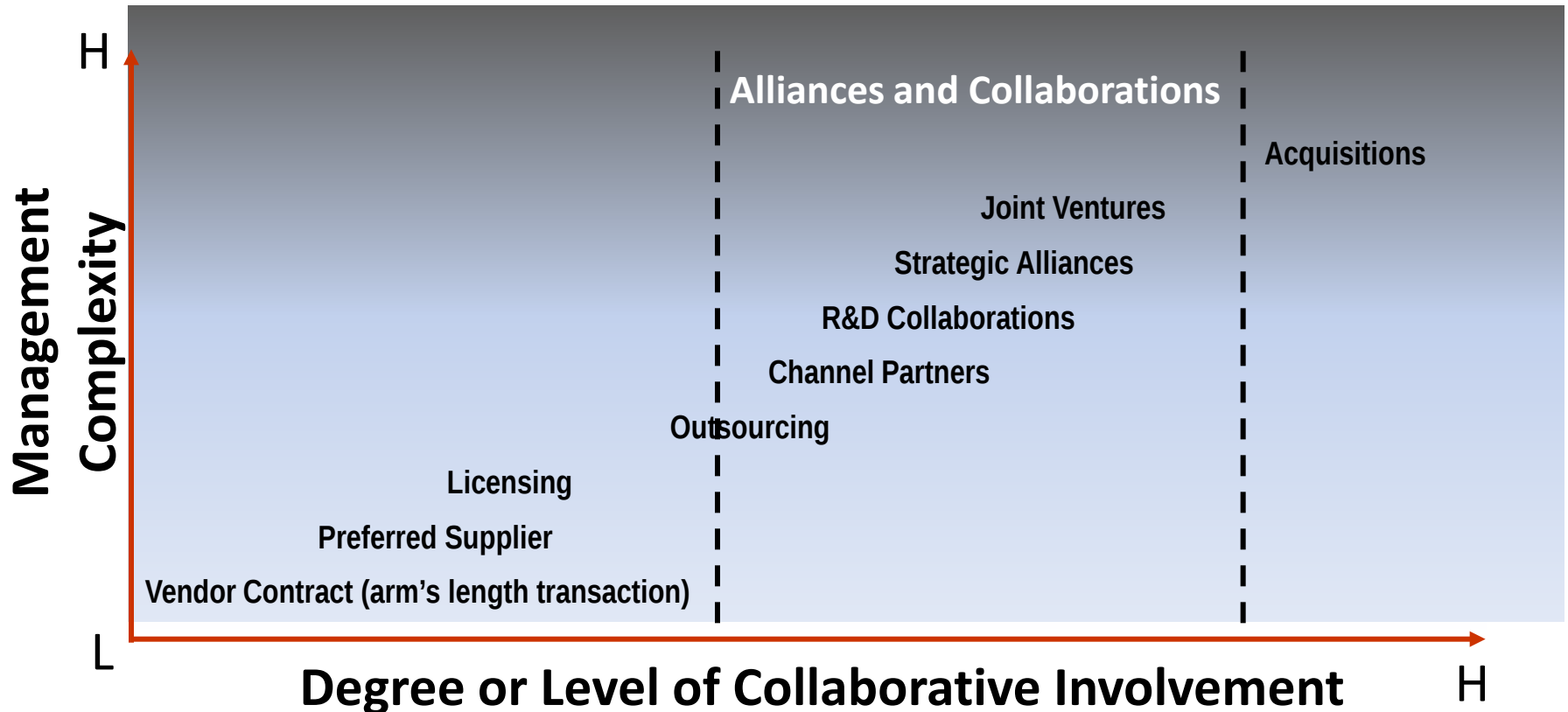
Collaboration is a purposeful, strategic way of working that leverages the resources of each party for the benefit of all by coordinating activities and communicating information within an environment of trust and transparency



QUESTIONS TO CONSIDER WHILE NEGOTIATING

**What involvement do you
want in the further
development and
commercialization of
your technology?**

Continuum of Relationships



**What do you want other
than money?**

The Give and Get of Value

GIVES

- Compound
- Oncology expertise

GIVES

- Global market reach
- Urology and commercialization expertise



GETS

- Funding
- Commercial presence in urology

GETS

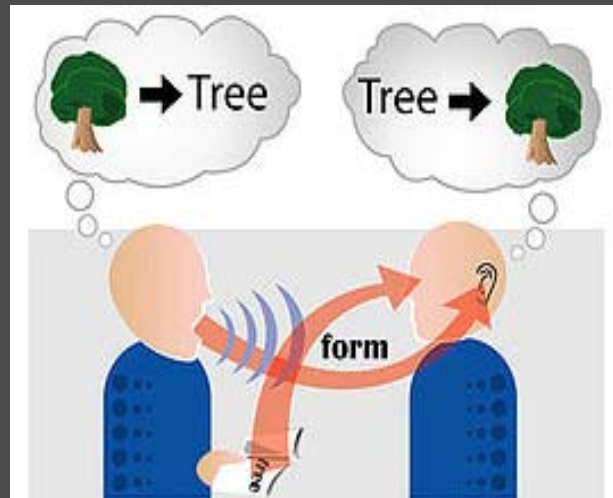
- Expand urology business
- Establish oncology franchise

Year

50/50

Team Leader

Promotion Effort



Development Costs

**Do you have a
common language
with shared meaning?**

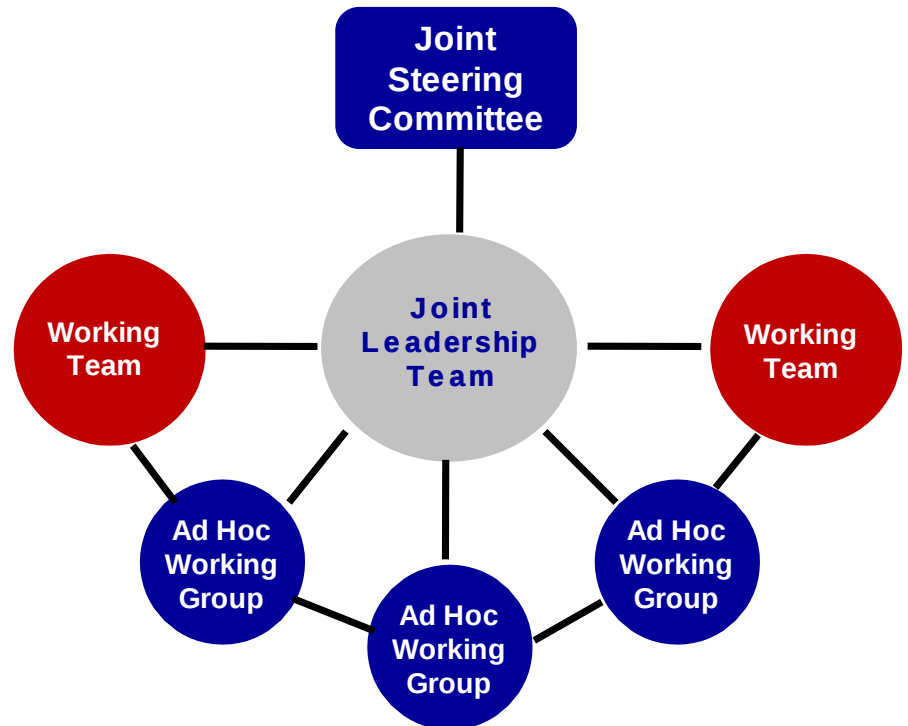
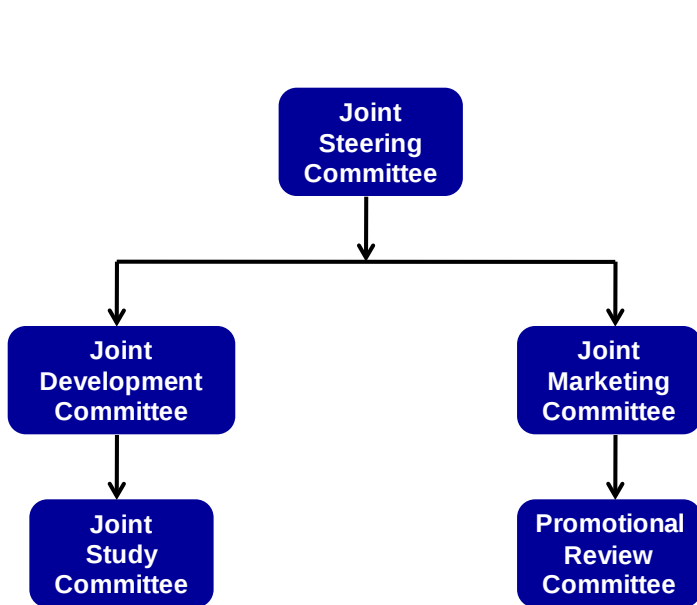
**How will the collaboration
be governed?**

The Governance Challenge



No Silos!

Flexible Networks!



**Who will manage the
collaboration?**

Complexity of the Network



Challenge of Successful Collaboration

**to manage the work
of the collaboration AND
manage the collaboration**

Dedicated Manager



Negotiate with the Goal in Mind

- ▶ **Consider your future involvement**
- ▶ **Know what you want other than money**
- ▶ **Develop shared meaning**
- ▶ **Establish flexible governance designed to achieve the purpose of the collaboration**
- ▶ **Build in the role of a dedicated alliance manager**

A decorative graphic consisting of five orange footprints and a dashed orange line. The footprints are numbered 1, 2, 3, 4, and 1. The line starts at the first '1' footprint, goes up and around the top, then down and around the bottom, ending at the second '1' footprint. The footprints are arranged in a way that suggests a path or a sequence.

**If you can walk
You can dance
If you can talk
You can sing**

– Proverb from Africa

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