**Strategic Alliance Executive Sponsor Checklists**

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|  | Recruitment Considerations | ✔ |
| 1. | Identify the senior executives in the organization who have a tangible stake in the success of the alliance as a starting point. |  |
| 2. | Who can be an active and articulate advocate for the alliance and the strategic value it brings to the organization? |  |
| 3. | Who has influence and social capital among the key leaders in the organization to help to bridge and align functional groups? |  |
| 4. | Who has the authority to make decsions on behalf of the organization with respect to the strategic intent and operations of the alliance? |  |
| 5. | Might the role of executive sponsor change over the alliance lifecycle? i.e. from R&D to Sales? If so, does the Executive Sponsor role need to adapt or change? |  |
| 6. | Who is available and accessible to engage in quarterly business reviews, escalations, and key negotiations? |  |
| 7. | Do they understand the values and behaviors of collaboration? * Treat people/partners respectfully even when they disagree.
* Do they seek win/win outcomes?
* Work to achieve partners objectives as well as your own.
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| 8. | Are they at a similar level of authority in the organization as their counterpart, the executive sponsor in the partner organization? |  |
| 9. | Can you be reasonably confident there will be rapport and a productive working relationship with the partner executive sponsor? |  |
| 10. | Are they committed to the role and to a successful outcome? |  |
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|  | On-boarding Considerations | ✔ |
| 1. | Who officially invites or assigns the executive to become the alliance sponsor? |  |
| 2. | Have they been briefed on the expectations of the role? |  |
| 3. | Have they been informed of the alliance strategy, objectives, plan for execution?  |  |
| 4. | Have they been included in the alliance chartering and formation process? |  |
| 5. | Have they been introduced to key internal stakeholders? |  |
| 6.  | Is there alignment between the expectations of the sponsor and the key stakeholders? |  |
| 7. | Have they been introduced to their partner counterpart and the partner alliance team? |  |
| 8. | Is there alignment between expectations and objectives between the executive sponsors? |  |