

# Case Study

PARTNERING

intelligence

## Client Profile

A major telecommunications company

## Leveraging Partnering Intelligence to Enable Speedy Launch of a New Business

### Business Issue

The company's objective to launch a new wireless data business would require the involvement and coordination of more than 40 key individuals representing three different internal organizations and several outside consultants and data content providers.

The major internal organizations involved came to the table with their own set of preconceptions and priorities. Also, the outside content providers and consultants had their own separate agendas.

### The Solution

The way these separate agendas were aligned was by focusing not so much on the agendas themselves but the interpersonal dynamics behind them. "We discovered, in the most experiential way that developing a win/win approach and trusting environment were keys to developing and implementing a successful business initiative," said Matt Sopcich, General Manager.

"You can't just expect a group of people to perform because you have brought them together, shared a vision and told them they need to 'partner' to get something done."

- Matt Sopcich  
General Manager

Such attributes as "win/win" and "ability to trust" are two of Partnership Continuum's Six Partnering Attributes. At the outset of this project, the extent to which these attributes were present or absent in every individual was assessed scientifically. Then, the project members spent several hours working through a series of skill-enhancing workbooks to build areas of weakness and reinforce areas of strength.

For the wireless data business partners, this exercise was much more of a discovery than it was a duty. According to Sopcich, when people went through the assessment and exercises, they experienced the importance of partnerships. Something happened, he said, on a purely human level that gave team members the insight and inspiration to change the way they work together to achieve mutual goals.

## Results

The wireless data business was launched on time with minimal difficulty. According to Sopcich, Partnership Continuum's Partnering Quotient Assessment and partnership-building tools enabled these people and organizations to avoid the counter-productive barriers and issues typically associated with major business initiatives.

As someone with direct P&L responsibility, Sopcich reflected on the financial aspects of the partnering initiative. "It's about understanding the dynamics of human interaction," said Sopcich when asked to describe the value of Partnering Intelligence. "Simply coming together to complete an important task was only half the battle," he said. "The rest entailed building partnering competencies among the people who create increased value for customers and shareholders."

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In the twenty-first century, businesses that develop, sustain and profit from partnerships faster and better will attain organizational success. At the core of any successful business are people. After all, businesses don't partner; people do. Developing the partnering intelligence of your people is what we do.

Partnership Continuum, Inc. mobilizes your relationships with employees, customers, suppliers, and even competitors in surprising and rewarding ways. Our unique and innovative programs and products lead to higher productivity and stronger relationships enhancing your partnering capability through building trust, positive exchanges, respectful interactions, beneficial outcomes, future potential, and leadership excellence.

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impact your organization's effectiveness.**

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