Russell RESEARCH

Microsoft

Partnering in Research:

5 Essential Elements of Successful Client-Supplier Partnerships

Hello, Quirk's Event

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"Our success has really been based on partnerships from the very beginning."

BILL GATES

3 Partnerships, 3 Unique Dynamics

AGENCY Supplier

CONSULTANCY Supplier

END CLIENT Supplier

Long-term Relationships Present Advantages & Challenges

✓ Positive ROI

✓ Institutional Knowledge

✓ Creative Solutions

✗ Overreach

✗ Tunnel Vision

✗ Solution Inertia

01.

Continuity & Consistency

The **stability and continuity of key leaders and partners** can help cultivate successful long-term partnerships.

Develop and maintain a stable partnership structure

Constant churn can create unnecessary chaos or conflict

Provide team updates as they occur

02.

Expertise & Value

Identify suppliers that **deliver value and expertise in specific knowledge areas**.

Promote subject matter expertise for differentiation

Identify your USP or leadership position early with proof

Create a safe space for learning and support

03.

Access & Alignment

Connect stakeholders and suppliers to maximize the value of each project.

Lack of access results in incomplete inputs and context

Gatekeeping creates inefficiencies and erodes trust

Create space for context-setting and understanding organizational dynamics

04.

Trust & Transparency

Forge a **single-team mindset** rather than a transactional relationship.

Strong mutual NDAs enable better research outcomes

Build and maintain trust at every touchpoint/interaction

Think as "one" team

05.

Feedback & Communication

Don't limit communication to project windows.

Debrief on the "right and wrong" of each engagement

Be honest when issues arise

Don't shut down communication when the project ends

Thank You

CONNECT WITH US:

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