

NEWS RELEASE

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How organisational culture impacts partnering - GBPA report reveals keys for success

According to the results of a new survey, *Organisational culture - its impact on successful partnering*, an effective internal collaborative culture is a vital prerequisite to build successful global business partnerships.

Effective partnering is essential in the current global business environment to speed growth, reduce risk and improve profit. But organisations are recognising that their own internal collaborative culture is a fundamental input - and can also be a barrier. If the organisational culture is not conducive to collaborating effectively internally, how can organisations expect to build sustainable relationships with business partners?

The latest *Discovery* project from leading member organisation the Global Business Partnership Alliance (GBPA) explores nine key organisational culture characteristics, defined by Tony Lendrum in his book *Strategic Partnering Handbook*, and assesses these from a partnering perspective.

Says GBPA CEO Amanda Crouch: “We know from previous GBPA work that ‘cultural fit’ is one of the key obstacles to partnership success. Yet culture is deep rooted in organisations. We want to help our members understand what an effective internal collaborative culture looks like and how they can work towards achieving this.”

Amanda explains that if employees, for example, see the organisation as “just a place to work” and see no linkage between their involvement and the success of the organisation, that company is unlikely to build successful partnerships. Whereas - at the other end of the spectrum - if employees see themselves as evangelists for the organisation and take a sense of pride and in what the

organisation achieves, this will be a leading factor in helping to build relationships externally.

The GBPA Organisational Culture project was conducted through a series of interviews with senior executives and has been distilled into a framework to help organisations be more aware of their own internal culture. The framework enables members to gain a better perspective of their organisation's internal culture, what they may need to change to become better at successful partnerships and how to influence this. According to Amanda, this is important for both business partners so that the relationship starts with understanding the differences and similarities required to foster collaborative behaviour and positive outcomes.

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NOTES TO EDITORS:

About the *Organisational culture - its impact on successful partnering* report

Organisational culture - its impact on successful partnering is one of a series of *Discovery* projects from GBPA. Initial work on this topic was conducted through a series of interviews with senior executives, which identified from an experiential viewpoint what participants viewed as important aspects of internal culture in terms of business partnering.

Organisational culture - its impact on successful partnering is available to members of GBPA. www.gbpalliance.com

About GBPA

The Global Business Partnership Alliance (GBPA) provides its community of senior executive members with insights and solutions to increase effectiveness of business partnering and internal and inter-company collaboration. Through GBPA interactive events, discovery findings, practical tools, diagnostic services and advice, members are better able to innovate, manage risks, reduce costs and improve profitability. GBPA's members are from all functions involved in internal and external partnering from customer and supplier organisations. Key areas of focus are: customer / supplier collaboration, internal collaboration, strategic collaboration and relationship management.

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