

NEWS RELEASE
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Business partnering - GBPA report reveals trust is essential but elusive

Businesses can gain competitive advantage if they base partnerships on trust, particularly when the environment is complex and dynamic. But trust is difficult to establish and sustain - and even harder to evaluate. This was the key findings from a recent *Discovery* project by leading member organisation GBPA. The *Discovery* Project, **Vital Signs for successful collaborative relationships**, reveals that trust underlies almost every aspect of a partner relationship and is vital for success in the rapidly changing global economy.

GBPA chief executive Amanda Crouch says: “Trust may be regarded as the ultimate defining quality of a successful collaborative venture. Indeed, without trust the relationship ceases to be a partnership, and exists purely in a transactional sense.”

The *Vital Signs Discovery* Project, conducted through a series of interviews with senior executives, identifies the core elements of a healthy and successful partnership. It also focuses on how relationships may be assessed, together with the essential underlying attitudes and behaviours that are necessary to build, and maintain a successful partnership.

“The measurement and quantification of ‘capability’ is a well established organisational science. The assessment of ‘attitude’ however is a wholly different matter,” states Amanda Crouch. “Trust in a relationship cannot be directly observed or measured - but our work found consistent behavioural indicators which are evidence of successful collaboration.”

GBPA has distilled the results of its Vital Signs project into a framework to help self-assessment, discovery and dialogue for its members to establish and build effective collaborations in both their internal and external business relationships.

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NOTES TO EDITORS:

About the Vital Signs Report

Vital Signs for successful collaborative relationships 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 the key aspects and behaviours associated with effective collaboration. The Vital Signs Report is available to members through the GBPA. www.gbpalliance.com

About GBPA

The Global Business Partnership Alliance is a corporate membership organisation that focuses on internal and inter-company collaboration and business partnering, and currently operates in the UK (with members including HSBC, BNP Paribas, Dresdner Kleinwort and Fidelity) and the Netherlands (with members including HP & ING). Being a member enables organisations and their key people to collaborate better, develop more effective business relationships and form more mutually beneficial partnerships.

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