



DIY Worksheet:

Evaluating Potential Partners for Collaboration

Objective: This worksheet helps businesses assess potential partners based on key evaluation criteria to ensure strategic alignment and successful collaboration, especially in cross-border partnerships.

Step 1: Define Your Collaboration Goals

Before evaluating potential partners, clearly outline what you aim to achieve through the collaboration. Identify your core objectives and expectations.

Your Collaboration Goals: _____

Step 2: Partner Evaluation Criteria Checklist

Use the checklist below to assess potential partners and determine their suitability for collaboration.

Criteria	Description	Score (1-5)
Strategic Alignment	Does the partner share your vision, values, and long-term goals?	
Industry Expertise	Do they have knowledge and experience in your industry or sector?	
Innovation Capability	Are they forward-thinking and open to adopting new technologies and solutions?	
Reputation & Credibility	Do they have a positive track record and strong industry presence?	
Financial Stability	Are they financially stable enough to support a long-term partnership?	
Resource Availability	Do they have the necessary assets, skills, or infrastructure to contribute effectively?	

Market Reach & Influence	Can they help expand your market presence, particularly in new regions or industries?
Operational Compatibility	Are their business operations and processes compatible with yours?
Legal & Compliance Fit	Do they meet regulatory and legal requirements, especially for international collaborations?
Cultural Compatibility	Do their business culture and work ethics align with your organization's approach?
Communication & Transparency	Are they open to clear and consistent communication?
Sustainability Commitment	Do they have sustainability initiatives that align with your environmental or social responsibility goals?
Total Score: _____	

(A higher total score suggests a better fit for collaboration. Determine the lowest cut-off score before you even start.)

Step 3: Approaching Potential Partners Across National Borders

Cross-border collaborations require strategic engagement. Use the steps below to initiate international partnerships effectively.

1. Conduct Preliminary Research:

- Study their company, mission, and market presence.
- Identify shared business interests or challenges.

2. Make Initial Contact:

- Use industry events, professional networks (e.g., LinkedIn), or mutual contacts for introductions.
- Send a well-crafted proposal outlining the mutual benefits of collaboration.

3. Establish Common Ground:

- Highlight shared values, goals, and success potential.
- Address potential challenges such as regulatory barriers or cultural differences.

4. Schedule a Formal Discussion:

- Arrange virtual or in-person meetings with key stakeholders.

- Present case studies or past successful partnerships as credibility boosters.

5. Define Expectations and Next Steps:

- Clarify partnership roles, responsibilities, and financial commitments.
- Draft a Memorandum of Understanding (MoU) or initial agreement to outline objectives.

By using this structured evaluation and engagement process, businesses can confidently identify and secure strategic partnerships that drive long-term success and innovation.

🚀 Ask yourself once you either **intuitively or by quantifiable measures** decide on accepting a partnership:



- Alignment of Partnership Success Pyramid
- Alignment of Partnering Goals (Intended Outcomes)
- Quality of Company's Solutions
- Scale and Capacity of Production
- Track Record of Delivering Results
- Company's Relationships & Brand (Network)
- Financial Stability & Health
- Company's Profitability
- Overall Contractual Terms

🚀 You can find a **free checklist** for partnership continued evaluation of the alliance or partnership here: Produced and published by: Center for the Advancement of Collaborative Strategies in Health. URL: <http://hdl.handle.net/10214/3129>

