



Assessing Partnerships Using the Success Pyramid

Objective: This worksheet helps businesses evaluate potential and existing partners based on the **Partnership Success Pyramid**, ensuring long-term alignment, capability, and growth.



Step 1: Assessing Alignment & Compatibility (Foundation Level)

Determine whether the partner aligns with your strategic goals and values.

CRITERIA	DESCRIPTION	SCORE (1-5)
MISSION & CORE VALUES	Do both organizations share cultural alignment and a common purpose?	
PARTNERSHIP GOALS & OUTCOMES	Are the intended outcomes mutually beneficial and clearly defined?	
LEGAL & COMPLIANCE FIT	Does the partnership meet necessary regulatory and legal requirements?	

Step 2: Evaluating Capabilities & Resources (Structure Level)

Examine whether the partner has the expertise and resources to execute successfully.

CRITERIA	DESCRIPTION	SCORE (1-5)
QUALITY OF SOLUTIONS & INNOVATION	Does the partner bring unique value through their products or expertise?	
SCALE & CAPACITY OF PRODUCTION	Can they efficiently meet demand and scale operations if needed?	
OPERATIONAL COMPATIBILITY	Are business processes, technologies, and workflows compatible?	

Step 3: Measuring Performance & Longevity (Growth Level)

Assess the long-term viability and impact of the partnership.

CRITERIA	DESCRIPTION	SCORE (1-5)
TRACK RECORD & RESULTS	Does the partner have a history of reliability and success?	
FINANCIAL STABILITY & PROFITABILITY	Are they financially sound to support a long-term partnership?	
BRAND STRENGTH & NETWORK INFLUENCE	Can their reputation and connections open new market opportunities?	

Total Score: _____ (A.higer.total.score.suggests.a.stronger.partnership.fit)

Step 4: Next Steps

1. **If scores are high (above 12 per section):** Move forward with deeper discussions and formal agreements.
2. **If scores are moderate (8-12 per section):** Identify weak areas and negotiate improvements before committing.
3. **If scores are low (below 8 per section):** Reconsider the partnership and explore alternative collaborators.

By systematically evaluating potential and existing partners using the **Partnership Success Pyramid**, businesses can build **strategic, long-term collaborations** that drive innovation and growth. 🚀

