

10 Strategic Principles

designed to drive **meaningful, lasting** partner program transformation

#1 Prioritize structural design over visibility.

Transformation begins with the operating model, not the external experience.



#3 Establish a durable governance home for the transformation that extends beyond a single advocate.

Successful transformations outlast individual champions.



#5 Focus investments purposefully.

Not every partner or initiative should receive the same level of investment.

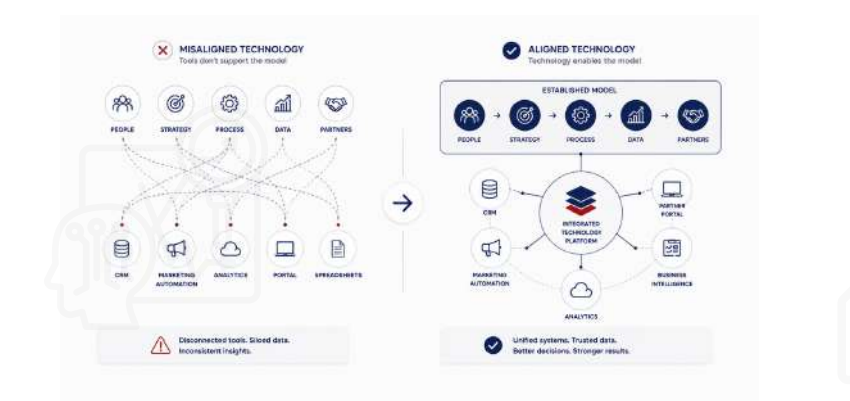


#7 Establish a dedicated transformation path for program integration following an acquisition.

Partner program integration deserves its own transformation strategy.



#9 Align technology deployment with your established model.



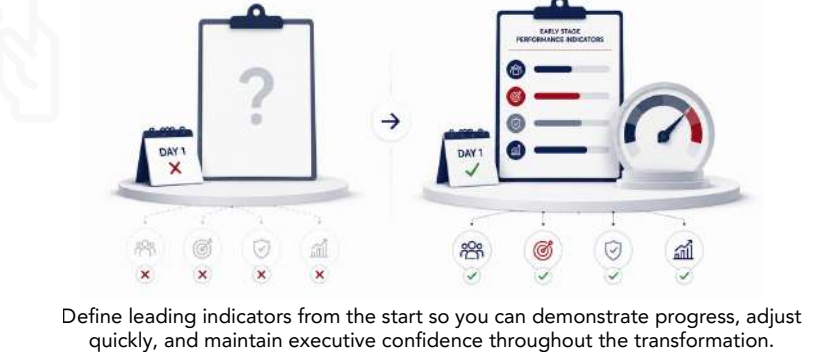
#2 Prioritize incentive alignment before demanding new behaviors.

People follow incentives.



#4 Select early-stage performance indicators before day one.

Don't wait until year-end results to measure success.

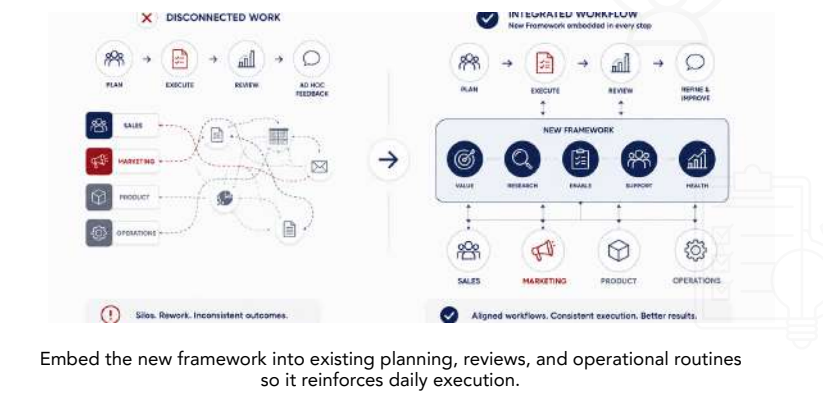


#6 Engage sales, marketing, and product in the redesign from day one.

Transformation succeeds when the teams responsible for execution help shape the solution.



#8 Integrate the fresh framework directly into your team's existing workflow routines.



#10 Develop your team's strategic capability alongside the redesign.

