

Questions for Potential Business Partners

See also '8 Key Questions When Forming a Business Partnership'

<http://jacobaldridge.com/business/8-key-questions-to-ask-when-forming-a-business-partnership>

Great Partnerships or Joint Ventures help business owners achieve their dreams faster. Yet most do not succeed, having failed to answer these key questions.

Even before you ask the legal and accounting questions involved, you need to be clear about whether you and your partner/s will be successful together. Failure to do so can set your plans, and financial position, back by years.

These 8 questions cover both the STRATEGIC and OPERATIONAL elements of your enterprise. These may require a number of meetings to review and discuss. External guidance, from an advisor experienced in partnerships and JVs, isn't necessary but can accelerate the outcomes.

STRATEGIC

1. What is the Commercial Vision for this enterprise?

- How big do you want to grow (revenue, staff numbers)?
- Is this in Income or an Equity business?

2. What are the Cultural Values we choose for this enterprise?

- Would I bring this person home for a meal?
- What is our aligned Intent?
- What are the 3 core values of our venture?

3. Are your natural Behavioural preferences complementary?

(see bit.ly/TeamCompass for explanations and online indicators)

- What are your Communication styles?
- What are your Risk appetites?
- What are your Leadership strengths?
- What are your natural Pace tendencies?

4. Who has which preferences regarding Income, Equity, and Control?

- What is the order of your preferences?
- What is the order of your partner's?
- What are your non-negotiables where you must retain Control or input?
eg, Recruitment, Debt, New Partners, Significant Expenses, Culture

OPERATIONAL

5. What are the expected upfront Contributions?

- Contribution of money
- Contribution of time
- Contribution of clients / leads
- Other

6. What are the expected Contributions over time?

7. What are the expectations for Salaries and Dividends?

- What does each partner need?
- What does each partner want?

8. Who has what Functional Responsibilities?

The Functionality Chart on the next page lists the 23 core functions of your enterprise

For more information, please contact Jacob Aldridge from Shirlaws Group on jacob.aldridge@shirlawsgroup.com or +61 427 151 181

One Page Functionality Chart

This Chart explains who is responsible for each area of our business.

Insert Company Name		
<i>Insert Date</i>		
BOARD		
<i>Insert Board Member Names</i>		
CEO		
<i>Insert CEO / Owner Name</i>		
Business Support (Infrastructure)	Business Management (Strategy)	Business Operations (Revenue)
<ul style="list-style-type: none"> • Accounting and Finance <i>NAME</i> 	<ul style="list-style-type: none"> • Vision <i>NAME</i> 	<ul style="list-style-type: none"> • Operations Management <i>NAME</i>
<ul style="list-style-type: none"> • Administration <i>NAME</i> 	<ul style="list-style-type: none"> • Capacity Planning & Strategy <i>NAME</i> 	<ul style="list-style-type: none"> • Sales <i>NAME</i>
<ul style="list-style-type: none"> • Secretarial <i>NAME</i> 	<ul style="list-style-type: none"> • New Products <i>NAME</i> 	<ul style="list-style-type: none"> • Product Design <i>NAME</i>
<ul style="list-style-type: none"> • Human Resources <i>NAME</i> 	<ul style="list-style-type: none"> • Positioning <i>NAME</i> 	<ul style="list-style-type: none"> • Product Delivery <i>NAME</i>
<ul style="list-style-type: none"> • Information Technology <i>NAME</i> 	<ul style="list-style-type: none"> • Distribution <i>NAME</i> 	<ul style="list-style-type: none"> • Client Services <i>NAME</i>
<ul style="list-style-type: none"> • Legal <i>NAME</i> 	<ul style="list-style-type: none"> • Client Management <i>NAME</i> 	<ul style="list-style-type: none"> • Marketing <i>NAME</i>
<ul style="list-style-type: none"> • Compliance <i>NAME</i> 	<ul style="list-style-type: none"> • Joint Ventures <i>NAME</i> 	<ul style="list-style-type: none"> • Training <i>NAME</i>
<ul style="list-style-type: none"> • Premise Management <i>NAME</i> 	<ul style="list-style-type: none"> • Culture <i>NAME</i> 	

To complete this Chart, write down who is responsible for each area of your business today. More detailed instructions can be found in the 'Introduction to Functionality' document.