

The „Eight I’s“ of Successful Partnerships

- The partners are **I**ndividually competent and strong
- The partners consider the relationship as **I**mportant
- There is agreement for longer-term **I**nvestment
- The partners are **I**nterdependent
- The **I**nterfaces are well managed (communication)
- Each is **I**nformed about the plans of the other
- The partnership is **I**nstitutionalized (legal rules, social ties, shared values)
- The partners respect the principle of **I**ntegrity

According to: Rosabeth Moss Kanter, *Becoming PALs: Pooling, Allying and Linking Across Companies*, The Academy of Management EXECUTIVE, Vol. III, No.3, 1989, pp. 183-193 + *Collaborative Advantage: The Art of Alliances*, Harvard Business Review, July-August 1994