

2019 **A | S | A | P**[®]
Global Alliance Summit

March 11 - 13, 2019 | Fort Lauderdale, Florida

Agile Partnering in Today's Collaborative Ecosystems

Cool Runnings: Building New Alliance Capability

Scott Van Valkenburgh

Donna Peek



genpact

Global Alliances & Channels



A Jamaican
Bobsled
Team???



\$3B global services company with no alliance function!



What We Do

We are a global professional services firm delivering and sustaining digital transformation for our clients

Business process operations

Managed Services

Consulting



25 Countries



\$30 billion Business impact Delivered



87,000+ Employees

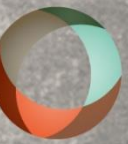
Who We Serve



800+ clients

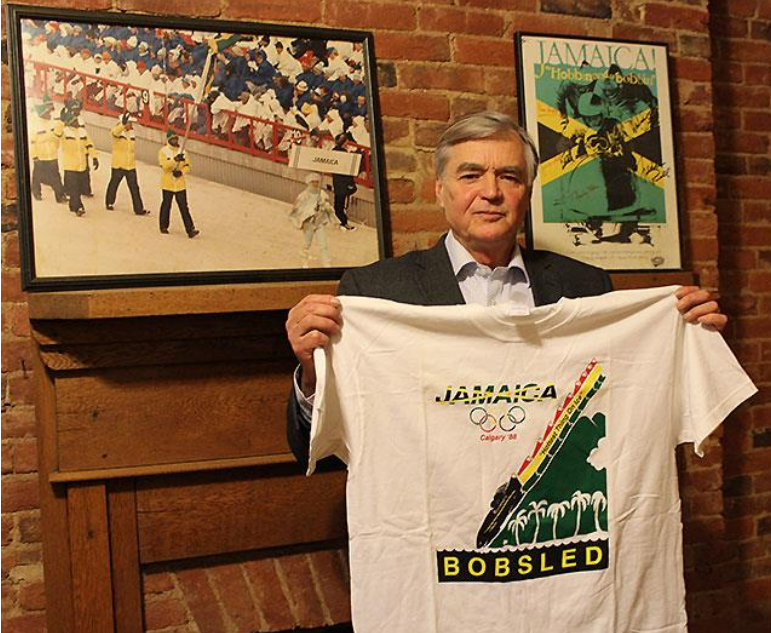


Why Global Alliances for Genpact?

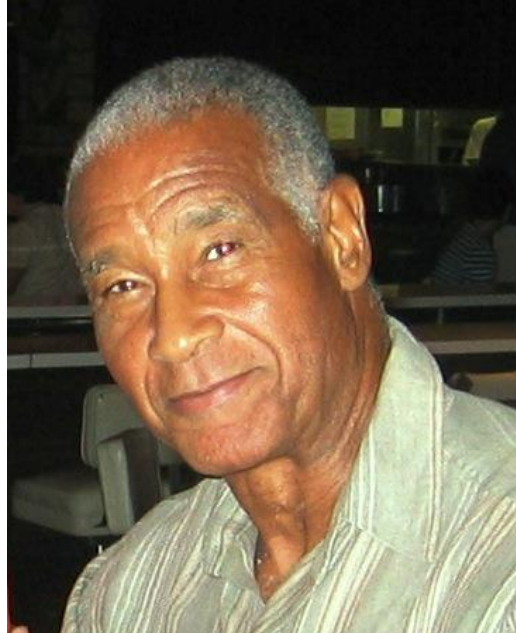


Jamaican Bobsled Visionaries

George Fitch

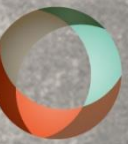


Ken Barnes



Could we build a Jamaican bobsled team?





Yes, a Jamaican Bobsled Team!!!

The Push Start

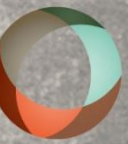


“In Jamaica we have a saying:

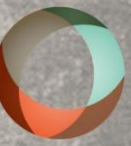
*‘Wi lickle but wi tallawah!’ – ‘We are small but we are powerful!’
This attitude allows us as Jamaicans to consistently punch above
our weight class. We simply believe that we can do anything.”*

– Devon Harris, Secretary General of the Jamaican Bobsled Federation...

Step 1: Hire Experienced Coaches!



Step 2: Set the Vision



2016

Today

To here

Level 4

Move Genpact
from here

Level 1

Not in the
game



Level 2

Building the
team



Level 3

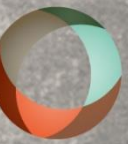
Getting on the
track



Getting on
the Podium



Step 3: Set the Strategy



Drive Top Line Growth 5-10% by 2020

Sell-
With

Sell-
Thru

Resell

Genpact Partner Plus Program

Official
Genpact
Partners

GTM Approaches

Proactive Account
Targeting

Joint Solutions

Scalable Infrastructure, Processes & Systems

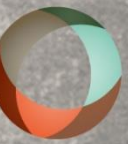




Running on Ice

Building the Team

Building the Team



“They can run a 100 yard dash in under 10 seconds. That’s lightning! *Yeah, but can lightning run on ice?*”



Finding our Rhythm – Creating Team Culture



Create Tipping Points



Build Important Things



**Make Moments That
Matter**



Getting on the Track

Building out capability



Getting Sponsors and Equipment!



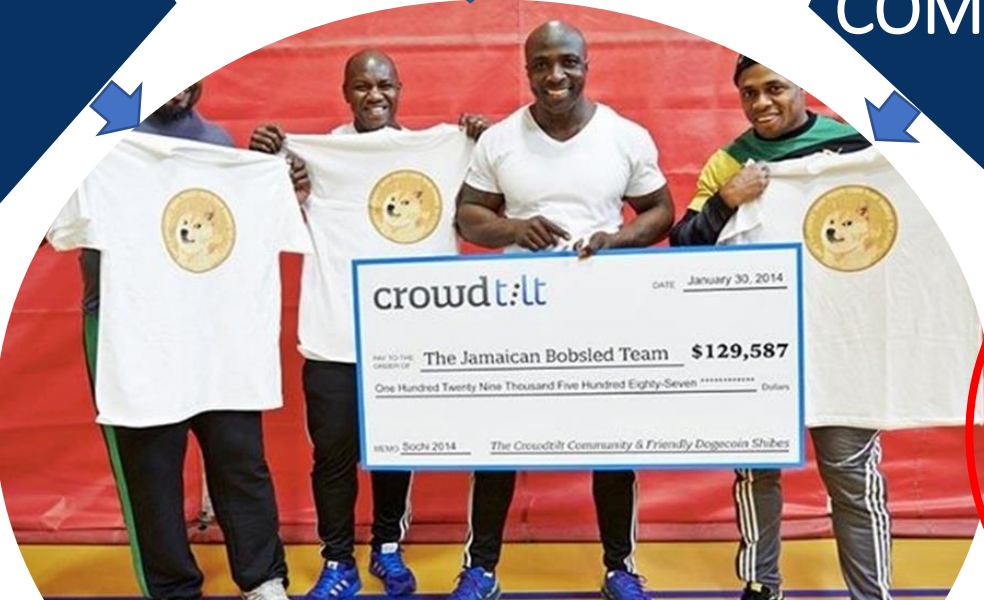
SERVICE LINES

LEGAL

RISK/ COMPLIANCE

MARKETING

SALES



You don't win races for free

To Partner or Not to Partner, that is the question...



1.

Should we consider partnering?

2.

Will partnering increase the likelihood of winning?

3.




Can we team with this partner?

4.

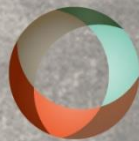
What are my options other than partnering?



Partner Engagement Decision

 Strong Yes	> 65% green Partner
 Neutral	35% - 40% green Discuss w/alliances
 No	<35% green Do not partner

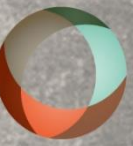
Partner Sales Engagement Process



Ensuring a smooth ride & avoiding crashes



The Journey to the “Perfect Slide” hasn’t been easy



“Smooth ice, cold temperatures, an aerodynamic sled with a low center of mass, polished runners, a strong start, and clean driving with few adjustments are all important variables in bobsled.”

“When they are all perfect, the team can achieve the perfect slide.”

**What is in it for me
mindset**



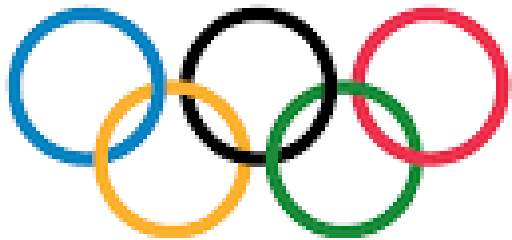
**“Maverick” Culture /
Complex org
structure**



No partnering infrastructure



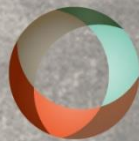
BEIJING 2022



Getting on the Podium

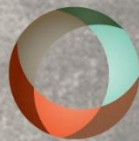
What's Next?

Getting on the Podium – Winning the Qualifiers



This traction is building our alliance brand – inside and out!

Focus on leading indicators across the portfolio!



Maturity Measure	Tactical	Emerging	Advanced
Alignment			
Stakeholder Commitment			
Joint Business Planning			
Governance			
Executive Endorsement			
Alliance resources			



Cool Runnings – Peace Be the Journey



Build belief



Get sponsors

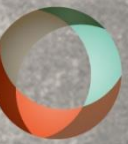


Assemble a good team



Get early wins and drive

Questions?



COOL RUNNINGS

Contact



Scott Van Valkenburgh

Scott.VanValkenburgh@genpact.com



Donna Peek

Donna.Peek@genpact.com

Handout Pack



- Handout version of the deck
- “Partner or not to Partner” checklist
- Account Intro Accelerator (AIA)
- Account Engagement Agreement (AEA)
- Partner Maturity Measures
- Joint Offering (JOIN) process overview



THANK YOU!