
What's Past is Prologue: *Of Shakespeare and Strategic Alliances*

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Lessons from 3 Decades of Strategic Alliances



Financial
Services

Insurance

Healthcare
& Wellness

DeFi &
Blockchain

The E-Myth: Revisited

...entrepreneurs need to spend less time working **IN** their business and spend more time working **ON** their business...

-G.C. Johnson

One Sentence Book Review

What Every Successful Entrepreneur *Knows*

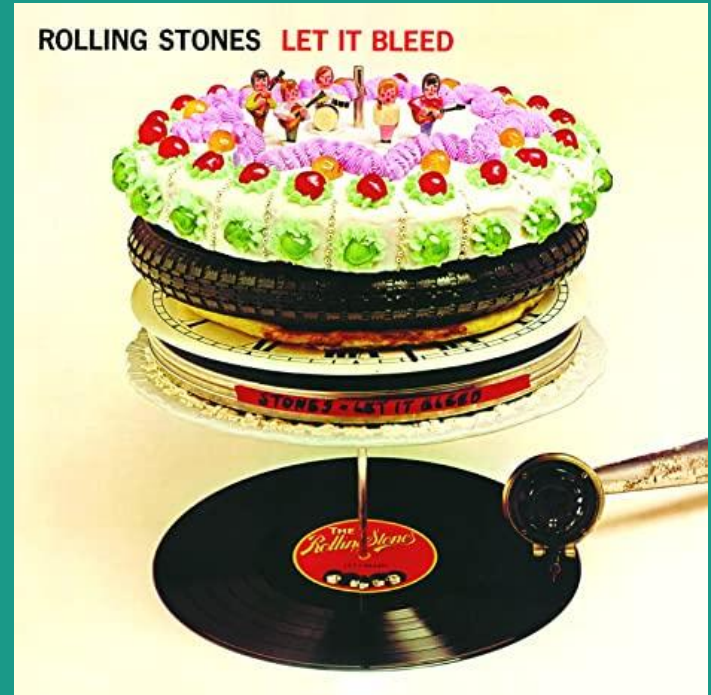
MORE THAN ONE MILLION COPIES SOLD!
The E Myth
Revisited

Why Most Small
Businesses Don't Work
and What to Do About It

MICHAEL E. GERBER

The World's #1 Small Business Guru


What can the album art of the Rolling Stones teach us about strategic alliances?





Best Practices in Alliance Optimization

- ❑ 90 Day Plan: mutual agreement
- ❑ Fail Successfully: If you are going to fail...fail quickly!
- ❑ Right v. Effective
- ❑ Bill Carr: “Leading Backwards”
- ❑ Where’s the Venn?
- ❑ Lessons from G. Leonard, *Mastery*: Do Not Dabble



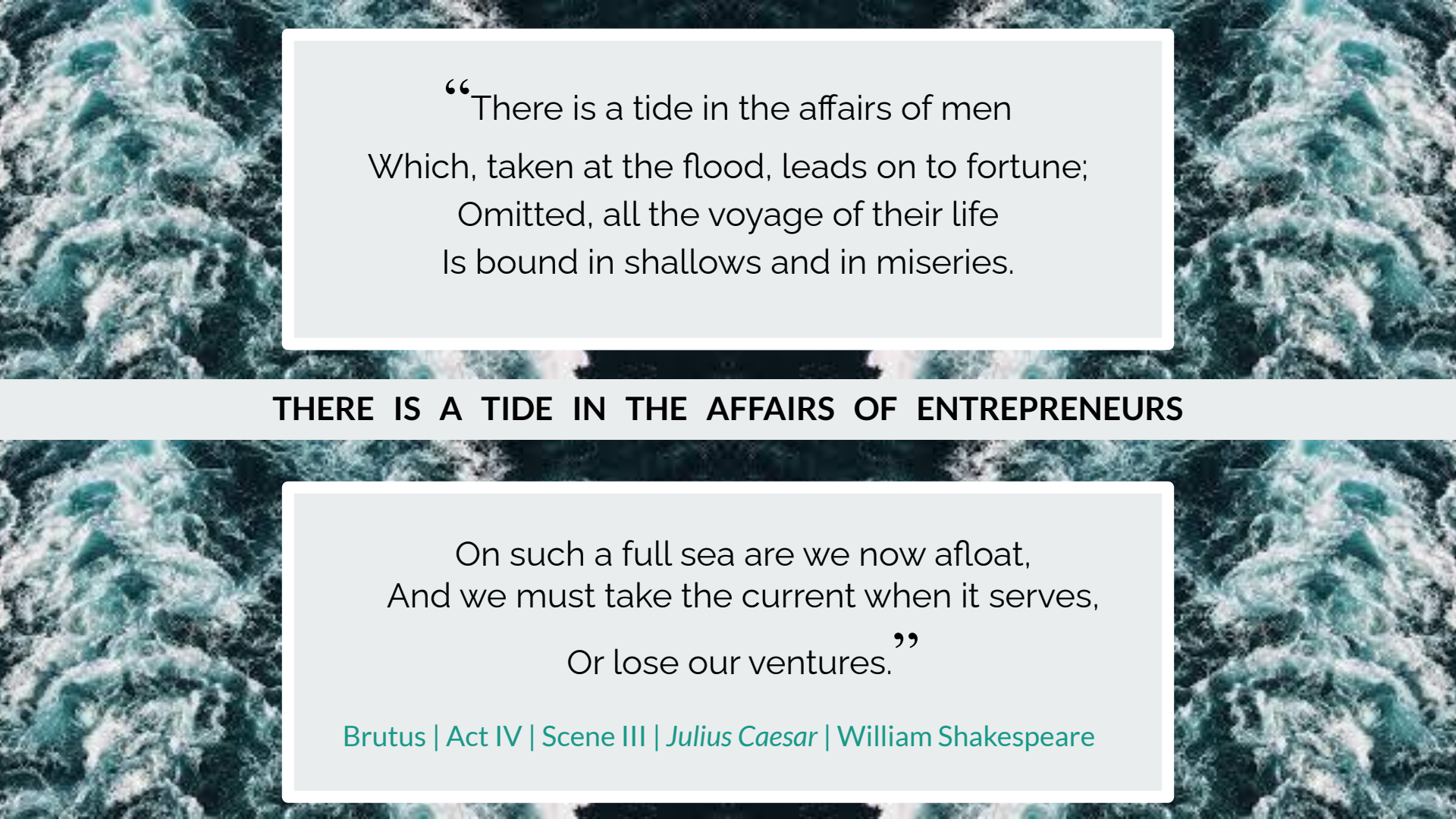
Adventures in Due Diligence & Implementation

- ❑ National Football League
- ❑ Upgrade Labs
- ❑ Equinox



Roadblocks to Success

- ❑ Poor Due Diligence
- ❑ *“Unknown unknowns”*
- ❑ Set it and forget it: aka *“the kiss of death”*
- ❑ *Pride and Authorship: aka “not everyone is happy about an alliance”*
- ❑ Flawed Agreements
- ❑ Communication, Communication & Communication
- ❑ Are you oxygen, water or food?



“There is a tide in the affairs of men
Which, taken at the flood, leads on to fortune;
Omitted, all the voyage of their life
Is bound in shallows and in miseries.

THERE IS A TIDE IN THE AFFAIRS OF ENTREPRENEURS

On such a full sea are we now afloat,
And we must take the current when it serves,
Or lose our ventures.”

Brutus | Act IV | Scene III | *Julius Caesar* | William Shakespeare



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