

# Corporate Partnership Strategy

Alford Group's corporate partnership strategy service will expand your portfolio and provide greater benefit for corporate partners, as well as your unique and shared stakeholders.

Through a strategy design process involving key leaders and staff, our team will help you to increase potential to co-create business and mission impact.

## Methodology



## Tips for unlocking new and unrestricted revenue through partnerships

**Think bigger** about the company problems you can solve. Many companies want to engage customers and employees, build awareness and secure content.

**Think differently** about the benefits you can provide. Identify the benefits you can offer that are likely to accomplish each kind of goal.

**Think creatively** about the platforms you can build. Collaboratively design a partnership that delivers value to each partner and your audiences.