



# Partner Search

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## Interactive Exercises

Think about your firm and other players in the sector. It is possible to gain strategic advantage through technological change – but very often the problem arises of lack of key resources to follow through on a chosen strategy. In particular knowledge resources are critical and many firms are seeking to find partnerships, joint ventures and other ways of working closely together with other firms, which can offer complementary resources.

If your firm wanted to move in a particular new direction, what resources could it bring to the party – and where is it weak and needing the support of others? (If you know of specific examples, use these to help you answer the question.) Assuming it needed to access other complementary resources, who should it be looking to partner with? And what do you think would be the likely advantages – and disadvantages – of such an arrangement?

You will probably need to talk to some people and collect data on this – and it will be easier if you can find some specific examples of collaboration, either involving your firm or others in your sector. Try and capture the key points in a simple summary – you might like to use the chart below to help you structure this.

<b>Particular strengths (distinctive competencies) of your firm</b>	<b>Gaps which your firm needs to fill with complementary resources</b>	<b>Who might you partner up with – and how?</b>	<b>Likely advantages of doing this?</b>	<b>Likely disadvantages of doing this?</b>