

## Top 3 Themes - Partners

### 1. Stronger, More Strategic Partnerships (Quality > Quantity)

A consistent theme is the desire to **be closer to fewer partners**—consultants, supply chain, and sector specialists—while building **long-term, strategic, mutually beneficial relationships**.

Key elements include:

- Strategic partnerships aligned with sectors and target markets
  - Clear relationship ownership and governance
  - Earlier involvement of partners in SOPs, bids, and planning
  - Investing in partners to help them grow alongside us
  - Moving from transactional to **purposeful, trust-based** collaboration
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### 2. Improved Communication, Transparency & Feedback

The document repeatedly emphasises the need for **open, honest, consistent communication** and **true 360-degree feedback**.

This includes:

- Clear, fair, and transparent communication across all parties
  - Consistent, meaningful feedback loops with consultants & supply chain
  - Shared pipeline intelligence and mutual visibility
  - Stopping regional inconsistency
  - Creating gateways or surveys for structured feedback
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### 3. Collaborative Working to Win More Work

A major theme is elevating collaboration to create **better bid outcomes and stronger work-winning performance**.

Key components:

- Working jointly on strategy, commercial modelling, and early bid engagement
- Rewarding supply chain contribution at bid stage
- Leveraging partner innovation, data, and sector expertise

- Shared responsibility, aligned incentives, and removing blame culture
- Using partners to open opportunities, introduce new clients, and drive DFMA, sustainability, and social value