

OI Global Partners' Meeting Brussels April, 2015

Building a successful global business
development capability

Why are we here ?

Define why we make the decision to be an OI Global Partner ?

- What are our motives ?
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What client problems do we solve ?

What global issues can we solve ?

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What are our global solutions ?

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Who do we seek to serve ?

What is the profile of the ideal client ?

- How big is their geographic footprint ?
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- How complex is their organisation ?
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- Do we have the right level of contact ?
 - -
- Can we engage them in a global conversation ?
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How do we build a global BD capability ?

How to build credibility and authority to solve these issues ?

- What marketing support materials do you need and why ?
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What is the most effective Business Development model ?

- What does it look like ?
- How do we effectively collaborate with our global partners making strategic use of our resources ?

How do we build a global BD capability ?

Systems

- CRM:
- OI Solutions (candidate front end / candidate mgnt / client reporting)
- Office 365 / Sharepoint (cloud based operations support)
- Financial

How do we make this happen ?

Accountability / responsibility

- Commitment
 - Am I committed to this concept ?
- Responsibility
 - What is my responsibility for some global activity ?
- Plan
 - What is my plan of action ?
- Target
 - What is my target ?
- Measurement
 - How do I measure success ?