



Mentor Protégé – Strategic Partnerships

Above and Beyond



*****Nunn Perry Award Winners!!*****

March 5-7 2012

Greg Reyes – Corporate Director of MPP

Mentor Protégé Conference

MP Team: DI & CSTI

Outline for Discussion

- Define – Strategic Partnership
- Scope and Buy-In - Stakeholders
- Understanding the Customer
- Plan of Attack and Execution
- Challenges
- Results

Scope and Buy-in

- **Gain support for the Partnership Concept**
Understanding the Internal Sell
Business Case – Realism vs. Vision
- **Who are the Key Players??**
CEO? Division VP?? Programs??
Business Development??
- **Who makes things Happen??**
Sponsors?? Gatekeepers??
Doers????
Trust but Document Actions!!

*Secrets To Creating
High-Impact
Strategic Partnerships*
www.lbg-associates.com



Understanding the Customer (Partner)

- Where can you build constituency?
 - Politics?? Powerbase?? Naysayers??
- Leveraging Buy in and Stakeholders
 - Document - Integrate Actions
- Patience and Tenacity
- Culture, Culture and Culture!!!!
 - How to Read the Customer



Plan of Attack and Execution

- **Reputation, Resources and Capacity**
 - Can you do it?? Ask for Help? Listen for Feedback?
- **Resiliency – Rules the Partnership!!**
 - Set Backs are Normal!!
 - Are you the Loon??
- **Identify Constituency – Leverage Points??**
 - Know when to use it!
 - Continuous Improvement is a must!!



Anticipate Challenges



Communication

Complexity

Difference in Cultures

People - Personalities

DynCorp CSTI - Nunn Perry Team (18 Months)

2009

- Employees: 35
- Revenue: \$5M
- Market Focus: National
- Notional: Technology Integration

2011

- Employees : 110
- Revenue : \$32M
- Market Focus: Global
- Disruptive Technology
Impacting the Mission

Contact Information

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