



## Corporate Love

Affinity Maker™ has created the Affinity Engine™ to facilitate and improve the matching and partnering between organisations, by providing a structured process for both new partnership establishment and, performance improvement of existing partnerships.

The following story provides an insight on the Affinity Engine™, the team members' views and opinions.

By  
Robin Power



In a leafy Melbourne suburb, a team of partnership experts working alongside the London team has created a revolutionary new service to partner organisations together and make their existing partnerships work a lot better.

Who would believe that "Business Matchmaker" and "Partnership Repair" could become common terms in the new vernacular of successful link ups between organisations.

Affinity Maker™, an international expert on partnerships and alliances, are the team on the case to help organisations to find true *corporate love*.

Asia Pacific Managing Director, Robin Power, picks up the story. "We were looking to create an end to end solution for partnerships. We recognised that around 70% of strategic relationships fail or are not judged as being wholly successful and, having analysed up to date research of over 15,000 partnerships and alliances to understand why, we developed our Affinity Engine™ 'Business Matchmaker' and 'Partnership Repair' suite of tools."

The global online Affinity Engine™ 'Business Matchmaker' suite for new partnerships helps organisations unlock the potential in their brands by creating and developing strategic, long-term, brand alliances and partnerships with relevant like

minded brands.

Affinity Maker™ Chief Executive, Marguerite McGinlay, commented, "Our role is to spot partnership opportunities, identify target partners and broker relationships for brands whose objectives and targeted customer base match".

Maybe organisations are past the 'dating' stage and all is not hunky dory. The team recognised that many of the reasons for partnership failure originated from the way the partnerships were set up and run.

Leading the charge into this uncharted territory, Rubi Segura, Affinity Maker™'s Global Marketing Leader noted "The Affinity Engine™ 'Partnership Repair' suite is for organisations with existing partnerships who want to deal with the challenges they are facing, no matter the stage of the partnering lifecycle."

Articulating the challenges faced or the symptoms experienced is the first step in developing a case history that Affinity Maker™ Partnership Counsellors would start working on. Partnership Counsellors are selected to match the most appropriate skills and capabilities with the challenges faced. Rubi Segura continued, "Our 'repair' philosophy is based around mutual respect and creating a safe and confidential environment for productive consultations, creating an action plan and then helping our

clients through the implementation phases".

Talking to the team, one cannot help but be affected by the enthusiasm and market experience that abounds. According to a recent Ipsos MORI survey (Making Partnerships Work 2007), "Around nine in ten UK senior executives consulted see collaborative partnership as being key to their organisation's success now and in the future." Partnerships and alliances are here to stay and helping organisations find true *corporate love* will add enormous value to all involved.



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