



THE PARTNERSHIP BLUEPRINT™

How to Build Strategic Partnerships That Grow Your Business

Week 33 | Radicaledge Growth Series

Theme: Don't chase customers. Build ecosystems.

Why Partnerships Matter

The fastest-growing businesses rarely grow alone.

They grow because they build relationships with people who already have the trust of their ideal customers.

One good partnership can create:



New clients



Referrals



Joint events



Speaking opportunities



New markets



Long-term credibility

The goal isn't to find more customers.

The goal is to find more **trusted connectors**.

The Radicaledge Partnership Pyramid™



Most entrepreneurs spend their time looking for customers.

Successful entrepreneurs spend time building the pyramid.

STEP 1 – Identify Your Ideal Partner

Ask yourself:

Who already serves my ideal customer?

Examples:

If you're a leadership coach:

- HR Consultants
- Executive Coaches
- Recruiters
- HR Tech Companies
- Business Associations
- Women's Networks
- Chambers of Commerce

Not competitors.

Complementary businesses.

STEP 2 – Create Your Partnership List

Aim for 20 organisations.

Organisation	Contact	Audience	Why They're a Good Fit

STEP 3 – Lead with Value

Don't ask:

Can you refer clients?

Instead ask:

How can I add value to your community?

Examples:

✓ Free webinar

✓ Business checklist

✓ Resource guide

✓ Speaker session

✓ Panel discussion

✓ Community article

✓ Toolkits

Exactly what you're doing with your **52-week series**.

STEP 4 – The Partnership Conversation

A simple framework:



Notice...

The conversation begins with curiosity.

Not selling.

STEP 5 – Partnership Opportunities



Speaking

Deliver a webinar.



Co-branded Resources

Create guides together.



Podcast Guest

Share expertise.



Joint Workshops

Each partner invites their audience.



Referral Exchange

Recommend each other's services.



Community Resource Partner

Exactly like Radicaledge's weekly resources.

Partnership Scorecard

Every month ask:

How many new partners did I meet?

How many meaningful conversations?

How many collaborations?

How many referrals?

How many joint events?

The 3-2-1 Rule

Every month:

1

2

3

Meet 3 new partners

Reconnect with 2 existing partners

Launch 1 collaboration

Repeat.

Real Examples

Women's Business Association

Instead of saying: "We offer leadership training."

Offer: "We'd love to contribute a monthly business growth toolkit for your members."

Value first.

Chartered Accountant

Their clients need: Leadership, Communication, Sales, Team building.

Your services complement theirs.

Marketing Agency

Their clients often ask: How do we improve leadership? How do we train managers? How do we improve customer experience?

You become their learning partner.

HR Consultant

They help organisations hire. You help organisations develop.

Together... The client receives a complete solution.

The Partnership Email

Subject: I'd Love to Add Value to Your Community

Hello _____,

I've been following the work your organisation is doing to support entrepreneurs, and I truly appreciate the impact you're creating.

At Radicaledge, we've been developing practical business tools that help entrepreneurs strengthen leadership, branding, marketing, and business growth.

Rather than reaching out to promote our services, we'd love to contribute something useful to your community.

If it aligns with your goals, we'd be happy to offer:

- A complimentary learning session
- A practical business toolkit
- A downloadable resource
- A webinar for your members

Would you be open to a short conversation to explore whether there's a good fit?

Warm regards,

Vanitha

The Radicaledge CONNECT Framework™

This is the signature framework I would introduce.



C – Clarify

Who do you want to partner with?



O – Offer

Lead with value.



N – Nurture

Build the relationship before asking for anything.



N – Network

Create introductions.



E – Expand

Look for opportunities to collaborate.



C – Celebrate

Highlight your partners' success.



T – Together

Grow through shared purpose.

Founder Reflection

Ask yourself:

Which three organisations could significantly accelerate my business if we built a genuine partnership?

Not because they have a large audience.

Because we share the same mission.

Weekly Challenge

This week:

- Identify **5 potential partners**.
- Reach out to **3** with an offer of value.
- Schedule **1 conversation**.

Don't ask for business.

Start a relationship.

One idea that I believe could become your biggest differentiator

Vanitha, this is where I would **personalize the guide with your own ecosystem**.

Imagine including a page called:

The Radicaledge Partnership Ecosystem

With examples such as:

- **Women entrepreneur networks:** CWE, HEN, WEP, FIWE, 10K Women
- **Professional bodies:** NHRD, ICF Chapters, TiE, CII
- **Corporate HR & L&D leaders**
- **Marketing agencies**
- **Executive coaches**
- **Business consultants**
- **Universities and business schools**
- **Incubators and startup communities**

This is one of the most overlooked business skills. Most entrepreneurs either:

- Never ask for testimonials.
- Ask awkwardly.
- Ask too late.
- Receive generic responses like *"It was a great session."*

Instead of creating **10 scripts**, I would create a resource that teaches **how to get powerful testimonials that tell a story**.



RadicalEdge Learning Consultants

"From HIRE to RETIRE-**El** all the way"



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