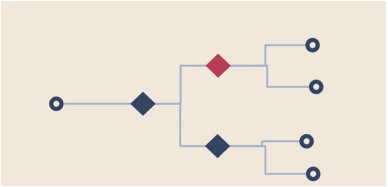
Partner programme design



We define recruitment criteria, partner economics, responsibilities and onboarding for one programme.

Who it helps

Founders and managing directors

The problem to solve

A partner programme can create commitments the business cannot support if onboarding and responsibilities are vague.

Working through the brief

1. **Define partner eligibility**

   Gather the agreed inputs. Current sales channels, account evidence and commercial objectives.

2. **Set responsibilities and commercial terms**

   Track “Recruitment criterion” and “Partner responsibility” together so the reviewer can connect the source information to the result.

3. **Outline onboarding**

   Use the design to brief prospective partners and check the economics around the work each side would own.

4. **Check the scope at handover**

   Third-party data and work beyond the agreed business unit or market are separate.

Worked example

A partner can introduce a customer but cannot deliver onboarding. Specify who owns the transition after referral.

Read the service scope / STR-021

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