



STRATECHIA



Partner Value Mapping

From Friction to Flow

Modern companies no longer scale in isolation; true market velocity happens when platforms and channel partners build mutually reinforcing ecosystems. But growing and servicing these critical relationships isn't easy.

That's where **Partner Value Mapping** comes in. By charting a partner's core **Jobs-to-Be-Done (JTBD)**—their primary objectives and desired business outcomes—against how they actually interact with your products, processes, and end users, a partner value map pinpoints high-impact friction and opportunity.

The result: actionable insights that turn transactional vendors into preferred partners.

"Partners act as the catalyst that turns AWS technology into transformative customer results. Customers validate the science, tools scale the science, and partners are the catalyst throughout."

RUBO BORNO

Vice President, AWS Global Specialists and Partners

Diagnosing partner friction is one thing; systematically solving it is another. A **Partner Value Map** gives your team a clear North Star for targeted initiatives that directly accelerate revenue. By aligning around partner jobs and workflows, leaders can choreograph high-stakes touchpoints, streamline daily collaboration, and deliver superior customer value.

Our one-day **Partner Value Mapping Workshop** (see sidebar) offers a lightweight, high-impact first step. Beyond immediate alignment, it transfers the internal capability you need to continuously deepen connectivity and compress time-to-revenue across your entire partner ecosystem.

1-DAY PARTNER VALUE MAPPING WORKSHOP

A highly interactive, one-day working session bringing your cross-functional team and invited partner representatives together to build two foundational frameworks:

- **Partner Empathy Map**—A design-thinking lens that reveals the partner persona's perspective, daily pressures, and core motivators.
- **Partner Value Map**—A JTBD-focused framework charting the partner's top objectives, key workflows, and desired business outcomes.

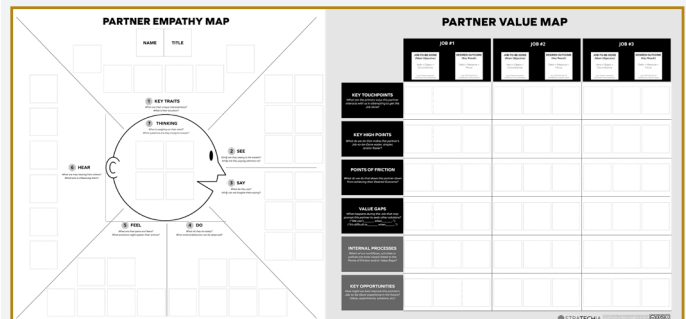
CORE DELIVERABLES

Working backward from the partner on a proprietary visual canvas, teams map the main JTBDs to pinpoint:

- **Primary Touchpoints & High Points:** Where partner collaboration is already succeeding.
- **Friction Points & Value Gaps:** Specific bottlenecks slowing partner deal flow and revenue realization.
- **Internal Process Breakdowns:** Upstream operational causes of friction.
- **Key Opportunities:** Actionable ideas and high-impact initiatives to reduce friction, eliminate gaps, and accelerate revenue growth.

Time-boxed, collaborative, and immediately actionable, this session builds lasting alignment and transfers the capability directly to your team.

PARTNER VALUE MAP CANVAS



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