



## Relationship Learning

### Collaboration

Low

High

Not  
Relevant

1 2 3 4 5 6 7 ?

1. To what degree do you discuss company goals with the other party in this relationship?
2. To what degree are these goals developed through joint analysis of potentials?
3. To what degree are these goals formalized in a joint agreement or contract?
4. To what degree are these goals implemented in day-to-day work?
5. To what degree have you developed measures that capture performance related to these goals?


### Trust

Strongly  
Disagree

Strongly  
Agree

Not  
Relevant

6. I believe the other organization will respond with understanding in the event of problems.
7. I trust that the other organization is able to fulfill contractual agreements.
8. We trust that the other organization is competent at what they are doing.
9. There is general agreement in my organization that the other organization is trustworthy.
10. There is general agreement in my organization that the contact people in the other organization are trustworthy.


## INFORMATION SHARING

INFORMATION SHARING				Strongly Disagree		Strongly Agree		Not Relevant			
				1	2	3	4	5	6	7	?
11.	Our companies exchange information related to changes in market structure, such as mergers, acquisitions, or partnering.										
12.	Our companies exchange information related to changes in the technology of the focal products.										
13.	Our companies exchange information as soon as possible of any unexpected problems.										
14.	Our companies exchange information on changes related to our two organization’s strategies and policies.										
15.	Our companies exchange information that is sensitive for both parties, such as financial performance and company know-how.										

## COMPLEXITY

COMPLEXITY		Strongly Disagree				Strongly Agree		Not Relevant	
		1	2	3	4	5	6	7	?
16.	There are several different products exchanged in our relationship!								
17.	These products are generally very complex!								
18.	These products are highly customized for this relationship!								
19.	There are many operating units involved from both organizations!								
20.	There are many contact points between different departments or professions between the two organizations!								