

# Forging the Right Partnerships

Finding and forging strong partnerships requires... a willingness to make more explicit and intentional choices about partners, not fewer...

Effective groups must find the clarity and courage to form partnerships that make sense for the community.

The pay-off for these tough choices is greater impact in the community.

What does it take to live up to this?

# Forging the Right Partnerships

# Forging the Right Partnerships

## What You'll Learn

- Partner Orientation: The Critical Factor of Success
- Discerning the Partner's Orientation
- Four Questions to Ask Yourself
- Four Questions to Ask Potential Partners
- Moving a Turned Outward Partnership Forward

# Forging the Right Partnerships

## Partner Orientation

Finding and forging strong partnerships requires... a willingness to make more explicit and intentional choices about partners, not fewer...

Effective groups must find the clarity and courage to form partnerships that make sense for the community.

The pay-off for these tough choices is greater impact in the community.

What does it take to live up to this?

What does doing this require of you?

# Forging the Right Partnerships

## Partner Orientation

You want to address issues that matter and at the same time improve the way the community works together to get things done.

What Do You Talk About?

What would tell you a potential partner is focused on making an impact on an issue and strengthening the way the community works?

What Do You Listen For?

# Forging the Right Partnerships

## Partner's Orientation

### Turned Inward Partner

Talks mostly about problems and how their programs address them.

Talks mostly about what's needed for their organization's programs.

Focuses on how to get funding so more of the community will use their program.

Talks about the partners they need to get more support for their program.

Gravitates to partners they already know or who can add prestige for more funding.

### Turned Outward Partner

Talks about the community: what needs to happen & where it wants to go.

Talks about programs in relationship to their knowledge of the community.

Focuses on how to adjust programs to make them more relevant as a way to strengthen the case for funding.

Talks about impact that is possible and what it will take to make it happen.

Talks about the capacity they have and the capacity needed from others.

## Partner Orientation

### Spokane County United Way Case Study

What Do You See?

Examples of Things You See

- Fewer, rather than more, partners
- Partners more aligned to have impact
- Start small and grow
- See what emerges. Recalibrate.
- Common sense of purpose

# Forging the Right Partnerships

## Four Questions to Ask Yourself

- **Aspirations:** Is our work aligned with the community's shared aspirations?
- **Conditions:** Given the aspirations we're targeting, what community conditions need to change?
- **Impact:** What specific impact are we trying to have in changing these community conditions?
- **Capacity:** What capacities or resources can we bring to this work? What additional capacities are needed to reach the desired impact?

Why are these questions important?

What needs to happen in this internal conversation?



# Forging the Right Partnerships

## Four Questions to Ask Potential Partners

- **Orientation:** Are they Turned Outward or willing to Turn Outward?
- **Aspirations:** Are they working toward the community's shared aspirations?
- **Impact:** What is the impact they are focused on?
- **Capacity:** What capacity do they really have to work on these community issues, given other priorities?

What would you do and say to start a conversation that told you these things?

# Forging the Right Partnerships

## Moving a Turned Outward Partnership Forward

### **Establish A Learning Culture for Shared Community Work**

- Dedicate time
- Safe space and ground rules
- Stick with it over time
- Continually draw lessons
- Apply what you learn
- Check in on group performance
- Hold one another accountable

### **Ask the right questions to gain clarity about your shared work and it's impact in community.**

- What are we learning? Why is this important? What are the implications?
- Where else could we use what we are learning?
- What are we seeing that suggests things are changing in the community or the organization?
- What possibilities are there for moving ahead?

# Forging the Right Partnerships

Finding and forging strong partnerships requires... a willingness to make more explicit and intentional choices about partners, not fewer...

Effective groups must find the clarity and courage to form partnerships that make sense for the community.

The pay-off for these tough choices is greater impact in the community.

Where can you apply what you have learned?