Win – Win Partnerships

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Program Objectives:

Long and short-term partnerships with other organizations can help your organization reach community goals that may be unattainable if attempted alone. Form cooperative arrangements with others to pool resources and achieve great things.

Topics include:

• Benefits of coalitions and strategic alliances
• Different types of coalitions and alliances
• Steps for effective collaboration

Defining “Win-Win”
Jobs Plus+ and The Chamber
Session Goals

• To define a strategic partnership
• Identify key elements of a strategic partnership
• When is it necessary to partner
• What should you consider
• What should you do when things go wrong
What is a strategic partnership?

- A cooperative agreement between two or more entities that combine their respective strengths to achieve compatible objectives while they retain their individual identities and share in the risks and rewards.
Key Components...

- Trust
- Cooperation
- Commitment
- Compatible objectives
- Identity retention
- Involvement of key leadership
- Shared risks and rewards

- Expectations
- Understanding
- Consistency
- Discipline / Rules
- Timelines
- Measurements
- Facilitation Skills
- Trust

I don’t ask for much..
Why establish alliances/partnerships?

• More resources to achieve the goal
  – staff
  – technology
  – financial
• Strength in numbers
• Additional core competencies
Benefits of Partnerships

- Expanded/ shared revenues
- Information/Data
- New products and services
- Enhanced reputation/ status
- More political power/ influence
- Survival
- Reduced costs
- Increased flexibility
- Power in numbers
- More help in defining arguments and strengthening a position
- Feeling of community
Types of Alliances...

- Business alliances
- Educational alliances
- Networking alliances
- Political alliances
- Public policy coalitions
- Public/private partnerships
- Research collaborations
- Technology alliances

#winwin
Exploring Partnerships?

Exercise

• In groups, list where we can establish specific partnerships/alliances based on the types and benefits discussed.
Risks...

• That you/they are selling out? (giving up)
• You/they are too moderate/aggressive?
• Sharing the credit will dilute your organizations value?
• A partner may leave with “inside information”? 
• Others?
Where will I find an ally?

- Like groups?
- Similar agendas?
- Opposition groups (Yes...it can happen!)
- Competitors
  - Who comes to your mind?
How to proceed...

• Know your goal(s)...what do you/they want to achieve?
• Establish areas of agreement
• Confirm that you are all on the same page...
• Determine how you expect to work together
• Clearly identify the decision-making process
• Make sure (don’t assume) that trust is established
10 steps to a successful partnership...

1. Confirm your goal...what do you want to achieve?
2. Determine potential partners
3. Determine areas of agreement/disagreement
4. Talk to potential partners
5. Develop a plan of action
6. Agree on the plan (in writing)
7. Implement plan
8. Monitor results
9. Celebrate successes
10. Review results with “Whaddel v. Shoulda”
Trouble on the horizon...

Things go wrong when...

- the ground rules have not been established
- the plan is not approved in advance
- when someone is working their own agenda
- you have unrealistic goals and objectives
- you have little buy-in by some parties
- the environment changes (staff turnover; legislation changes, etc.)
Summary

• Reminders:
  – we must have trust
  – we must have a shared agenda*
  – we must keep each other informed
  – we must anticipate the unexpected
  – all involved must have something to be gained from the relationship

The #2 Rule in Organization Management
Win – Win Partnerships

Stronger Economies Together 2015

Thank You!

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