Organizations are People Too! How Relationship Skills Can Help Improve Your Strategic Partnerships
Facilitator

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The University of Texas
Prevention Research Center
At the conclusion of this 60-minute webinar, participants will be able to:

• Identify at least two components of a healthy strategic partnership;
• Describe how relationship skills relate to the cultivation of strategic partnerships; and,
• Implement at least one strategy for addressing concerns in order to strengthen existing strategic partnerships.
Partnership refers to a group of organizations with a common interest who agree to work together toward a common goal.

-OAH Collaboration Toolkit
Partnership Continuum

Coordination → Cooperation → Collaboration → Partnership
✓ Get to know each other
  • services and clients served
  • motivation for participating in a partnership

✓ Organizational independence
Cooperation

- Identify target audience
- Clearly define motivations
- Establish roles and contributions
- Develop joint strategies
Collaboration

- Develop trust
- Define expectations
- Joint planning/problem-solving
- Formalize relationship
Partnership

- Shared plan of action
- Shared leadership and responsibilities
- Clearly defined roles
- May share resources
- Plans and agreements are in writing
FACTOR 7: CREATE STRATEGIC PARTNERSHIPS | ACTIVITY 1: MAPPING YOUR INDIVIDUAL NETWORK

CURRENT PARTNERSHIPS

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51 This activity is adapted from the National Center for Community Education. The Road to Sustainability: Sustainability Workbook. Afterschool Alliance. Available online at: http://www.afterschoolalliance.org/documents/Toolbox/RoadtoSustainability.pdf
### Assessing Potential Partners

**Factor 7: Create Strategic Partnerships | Activity 2: Assessing Potential Partners**

*Instructions:* Using the potential and existing partners you identified in the previous activity, for each row in the chart below list the name of an organization with which you hope to partner and discern the roles you and the partner might play in forming a strategic partnership.

<table>
<thead>
<tr>
<th>Name of partner organization</th>
<th>Role in the community</th>
<th>Resources or support available through the proposed partnership</th>
<th>Action steps necessary to initiate a partnership</th>
<th>Things to consider when reaching out to the partner</th>
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Sustainability is effectively leveraging **partnerships** and resources to continue programs, services, and/or strategic activities that result in improvements in the health and well-being of adolescents.
OAH’s 8 Sustainability Factors

1. Create an Action Strategy
2. Assess the Environment
3. Be Adaptable
4. Secure Community Support
5. Integrate Programs and Services into Local Infrastructures
6. Build a Leadership Team
7. Create Strategic Partnerships
8. Secure Diverse Financial Opportunities
Sustainability and Mountain Climbing

1. If a single strand fails on a rope, the rope itself remains intact.
2. A multiple-stranded rope is more flexible than a single stranded rope.

Check the strength of your rope regularly!
Partnerships are Relationships!

Healthy Relationship

• Commitment
• Satisfaction
• Communication
• Conflict resolution
• Trust
• Support
• Interaction/time spent together
• Duration and legal status
• Lack of domestic violence
• Commitment to children

Healthy Partnership

• Commitment
• Satisfaction
• Communication behavior
• Conflict resolution
• Trust
• Interdependence
• Coordination
• Formalization
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Partnership Continuum

- Coordination
- Cooperation
- Collaboration
- Partnership
Do you feel that you share goals and common values with your partner?

- Long-term perspective
- Willing to persevere
How often do you wish you hadn’t gotten into this relationship?

- Happiness with the relationship
Communication

Do you feel that you and your partner communicate effectively with each other?

- Respectful
- Timely
Do you feel that you and your partner respect one another's views and decisions, even if you do not agree with each other?

- Collaborative
- Solution-oriented
Do you trust your partner to be fair and truthful with you?

- Reliable
- Genuine
Do you and your partner share responsibilities equitably?

- Clear roles
- Follow-through
- Gratitude
Common Challenges in Partnerships
Common Challenges

- Conflict over goals and objectives
- Allocation of resources
- Accountability
- Cultural differences
- Power issues
Conflict Over Goals and Objectives
Accountability
Cultural Differences
Power Issues
What Is Your Biggest Challenge?

- Conflict over goals and objectives
- Allocation of resources
- Accountability
- Cultural differences
- Power issues
Strategies to Achieve a Strong Partnership

- **Connect**
- **Clarify goals**
- **Clarify roles**
- **Communicate, communicate, communicate!**
Get to know your partner

- Skills, assets
- Key players
- Decision-making authority
- Motivation
Clarify Goals

Define goals and objectives

- Identify outcomes
- Develop clear decision-making processes
Outline roles and responsibilities

- Share information/expertise
- Evaluate results regularly
- Show appreciation
- Develop problem-solving processes
- Get it in writing
Develop a system of regular communication

- Schedule frequent check-ins
  - Be relevant and timely
- Be proactive
- Resolve conflict openly
Steps to Achieving a Strong Partnership

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- Clarify goals
- Clarify roles
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• Office of Head Start
  ▪ [https://childcareta.acf.hhs.gov/sites/default/files/quilt_shaping_partnership_assessment.pdf](https://childcareta.acf.hhs.gov/sites/default/files/quilt_shaping_partnership_assessment.pdf)

• Centers for Disease Control and Prevention

• United Kingdom Office of the Deputy Prime Minister
• CDC and the National Association of State Boards of Education - Guide

• The National Campaign - Webinar
OAH resources

- Webinars, toolkits, tip sheets, and more!

- Collaboration toolkit
https://www.surveymonkey.com/s/FWY9XY5