

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





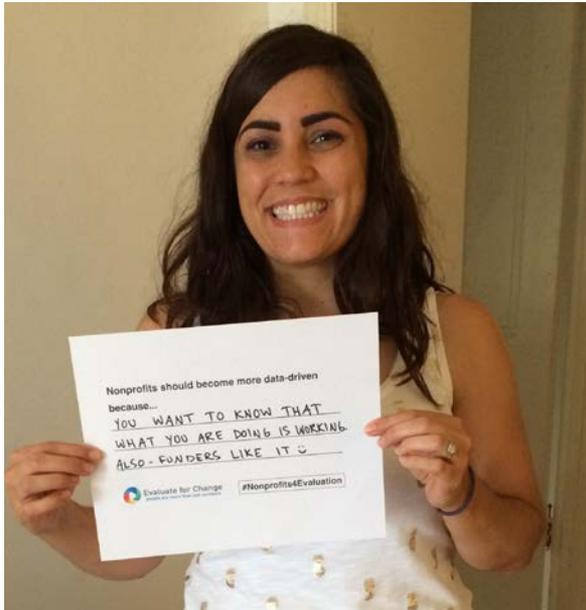
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Guest presenters



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Melissa Peskin, PhD
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Prevention Research Center



At the conclusion of this 60-minute webinar, participants will be able to:

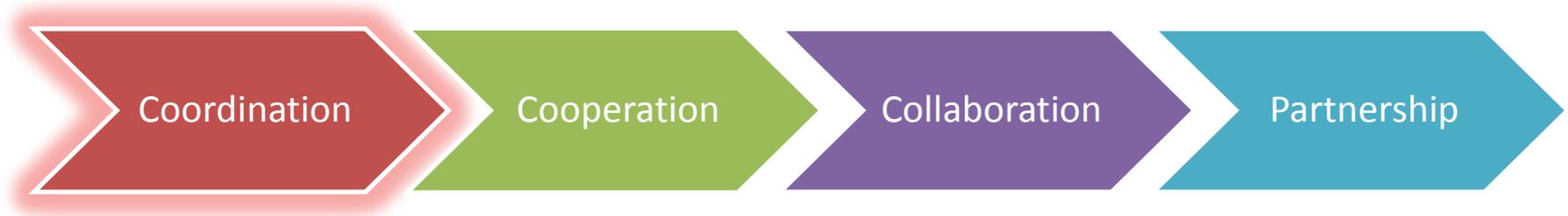
- Identify at least two components of a healthy strategic partnership;
- Describe how relationship skills relate to the cultivation of strategic partnerships; and,
- Implement at least one strategy for addressing concerns in order to strengthen existing strategic partnerships.

Partnership refers to a group of organizations with a common interest who agree to work together toward a common goal.

-OAH Collaboration Toolkit

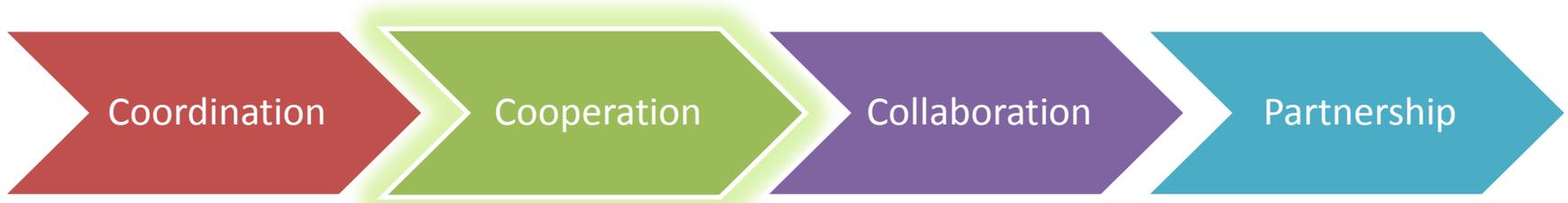
Partnership Continuum





- ✓ Get to know each other
 - services and clients served
 - motivation for participating in a partnership

- ✓ Organizational independence



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



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

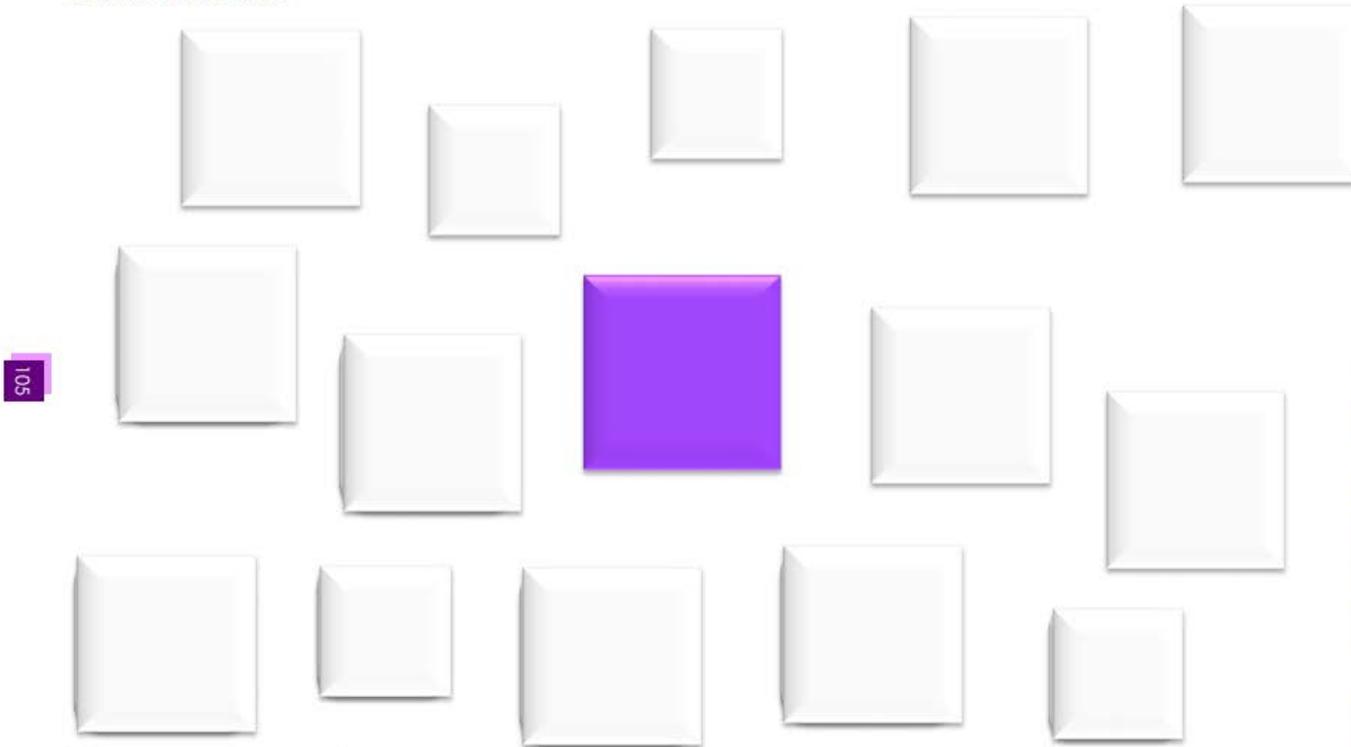


- ✓ Shared plan of action
- ✓ Shared leadership and responsibilities
- ✓ Clearly defined roles
- ✓ May share resources
- ✓ Plans and agreements are in writing

Mapping Your Network

FACTOR 7: CREATE STRATEGIC PARTNERSHIPS | ACTIVITY 1: MAPPING YOUR INDIVIDUAL NETWORK⁵¹ (CONTINUED)

CURRENT PARTNERSHIPS



FACTOR 7: CREATE STRATEGIC PARTNERSHIPS
ACTIVITY 1: MAPPING YOUR INDIVIDUAL NETWORK

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.afterschoollalliance.org/documents/Toolbox/RoadtoSustainability.pdf>

Assessing Potential Partners

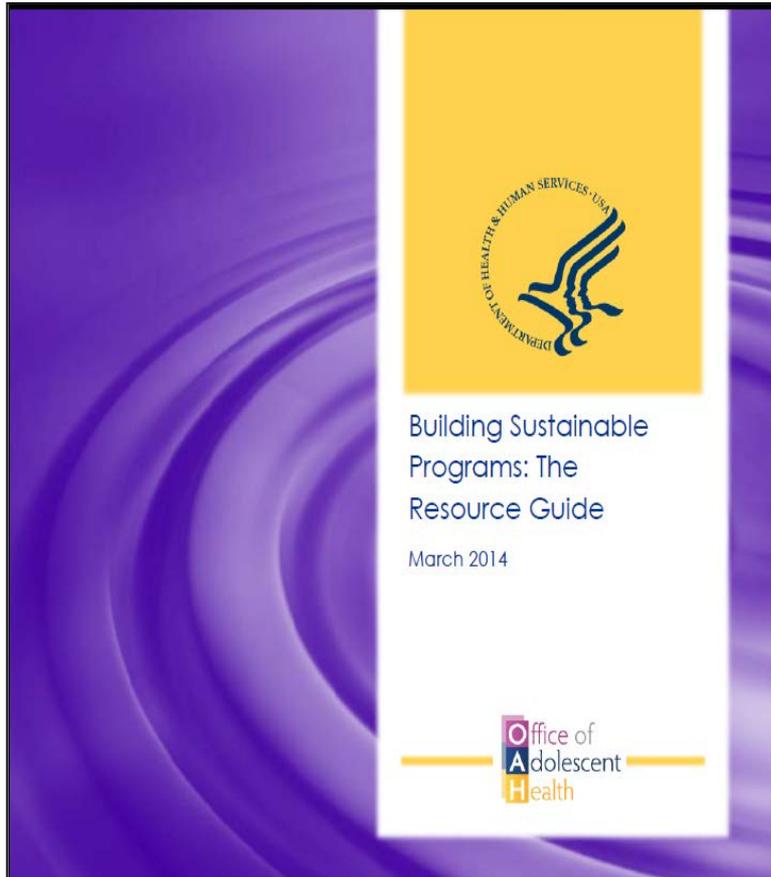
FACTOR 7: CREATE STRATEGIC PARTNERSHIPS | ACTIVITY 2: ASSESSING POTENTIAL PARTNERS⁵⁴

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.

Name of partner organization	Role in the community	Resources or support available through the proposed partnership	Action steps necessary to initiate a partnership	Things to consider when reaching out to the partner

⁵⁴ 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>

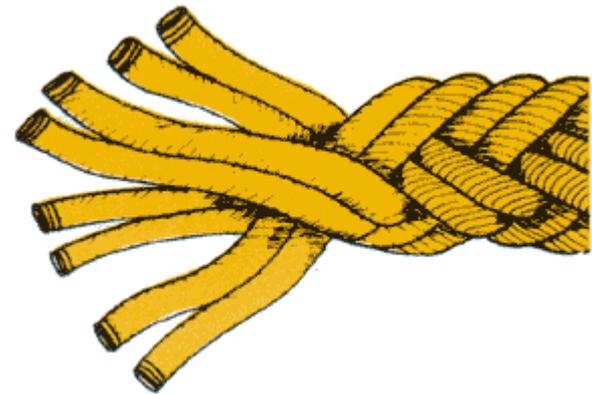
FACTOR 7: CREATE STRATEGIC PARTNERSHIPS
ACTIVITY 2: ASSESSING POTENTIAL PARTNERS



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!

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



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

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

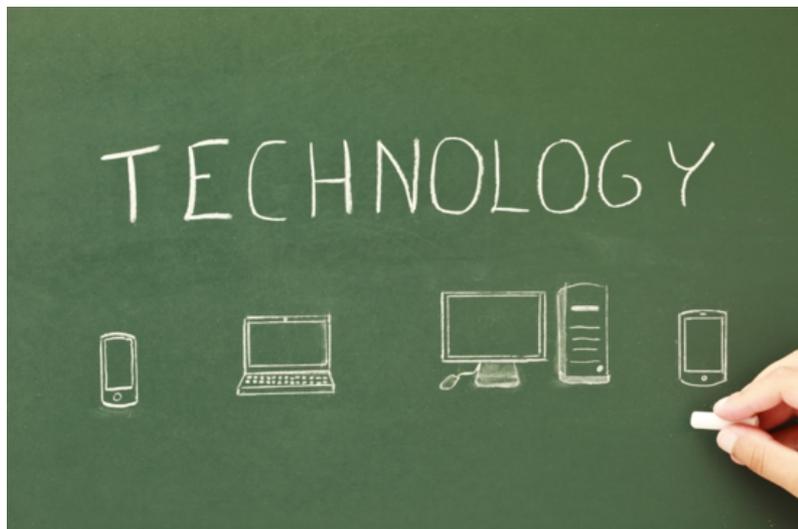
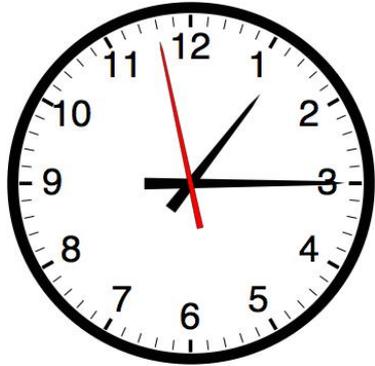


- Conflict over goals and objectives
- Allocation of resources
- Accountability
- Cultural differences
- Power issues

Conflict Over Goals and Objectives



Allocation of Resources





Cultural Differences

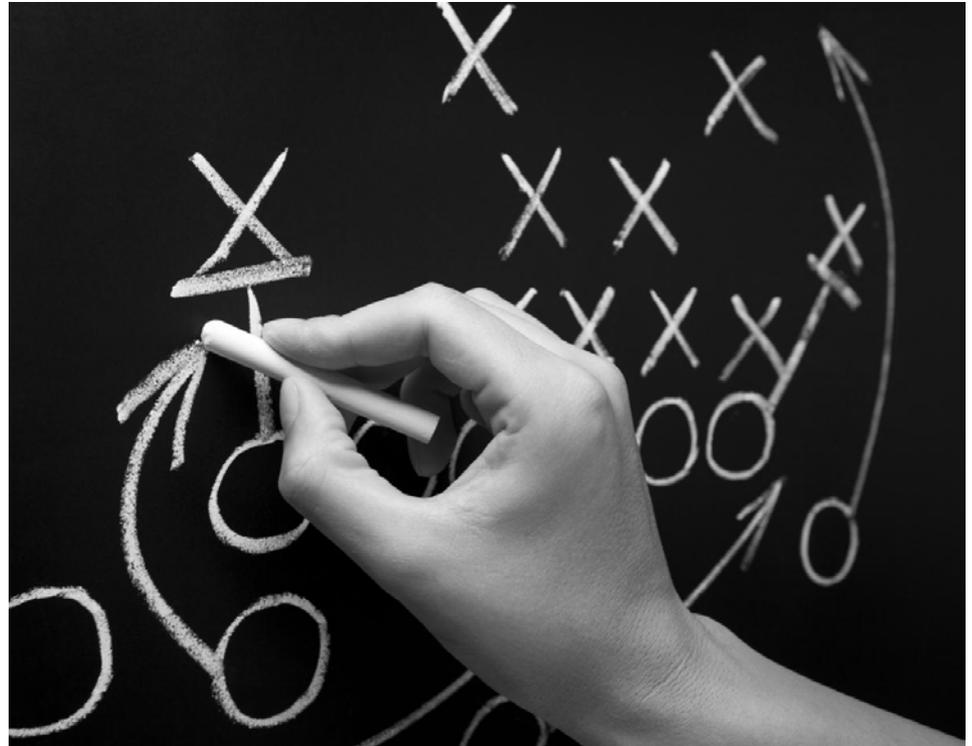




What Is Your Biggest Challenge?

- Conflict over goals and objectives
- Allocation of resources
- Accountability
- Cultural differences
- Power issues

- **C**onnect
- **C**larify goals
- **C**larify roles
- **C**ommunicate, communicate, communicate!



Get to know your partner



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

Define goals and objectives



- Identify outcomes
- Develop clear decision-making processes

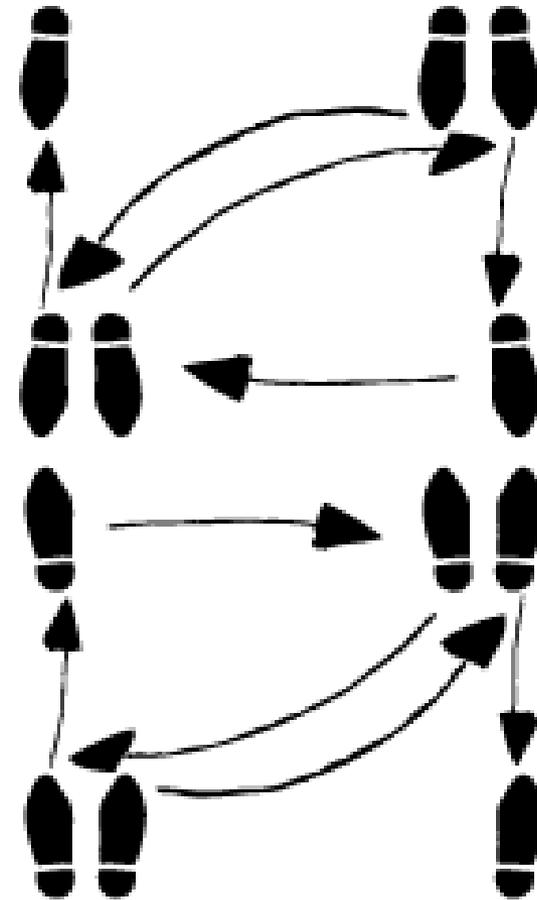
Outline roles and responsibilities

Clearly Define Roles



- Share information/ expertise
- Evaluate results regularly
- Show appreciation
- Develop problem-solving processes
- Get it in writing

- Connect
- Clarify goals
- Clarify roles
- Communicate, communicate, communicate!



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- 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.

- Office of Head Start

- https://childcareta.acf.hhs.gov/sites/default/files/quilt_shaping_partnership_assessment.pdf

- Centers for Disease Control and Prevention

- http://www.cdc.gov/dhdsp/programs/nhdsp_program/evaluation_guides/docs/partnership_guide.pdf

- United Kingdom Office of the Deputy Prime Minister

- <http://webarchive.nationalarchives.gov.uk/20120919132719/http://www.communities.gov.uk/documents/localgovernment/pdf/135112.pdf>

- CDC and the National Association of State Boards of Education - Guide
 - <http://www.nasbe.org/project/center-for-safe-and-healthy-schools/how-schools-work/>
- The National Campaign - Webinar
 - <https://thenationalcampaign.org/resource/working-schools-implement-evidence-based-programs>

- Webinars, toolkits, tip sheets, and more!
 - http://www.hhs.gov/ash/oah/oah-initiatives/teen_pregnancy/training/building-collaborations.html
- Collaboration toolkit
 - <http://www.hhs.gov/ash/oah/resources-and-publications/learning/coll-tk/index.html#.U-4OIPk5Iz8>



<https://www.surveymonkey.com/s/FWY9XY5>