



**Collaboration:
Building and Sustaining
Partnerships
for Your Community**

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What is a Collaborative Partnership

Characteristics:

- Clearly identifiable leadership
- Issue-driven
- Seek and gain visibility
- Bring together people for a common cause
- Change is a goal

What is a Collaborative Partnership

- A collaborative partnership is a diverse group of community partners who join together to solve a common problem
- Collaborative partnerships are useful for accomplishing goals that reach beyond the capacity of any individual member
- Collaborative partnerships can only be as effective as the strategies they promote and support

Questions to Ask

- Why partner?
- What are my communities assets and needs?.
- What does our community profile tell us?

Questions to Ask

- Do we want to invite everyone to the table, then achieve consensus?
- Do we want to establish goal, then recruit people who believe in your goal?

Value of Partnerships & Collaboration

- Shared vision
- Unified voice on the issue
- Unduplicated efforts
- More efficient use of limited resources
- Credibility

How Do You Build Partnerships?

- Stakeholders
 - The problem *matters* to them
- Community Leaders
 - Decision makers
 - Formal *and* informal
- Business
 - Invested in the community
- Faith-Based Organizations
 - Invested in the people of the community

How Do You Build Partnerships?

- New members need to feel welcomed
- Orientation to partnership/coalition
 - Organization chart, if helpful
 - Mission or direction statement
 - Objectives
 - Formal Agreement

How Do You Build Partnerships?

- Are the right leaders in place?
- Should leadership come from within the Partnership?
- Who is the best facilitator?

How Do You Build Partnerships?

Inspire a shared vision

- Speak with conviction about meaning of work
- Describe compelling image of future
- Appeal to others to share dream of future
- Show others how their interests can be realized
- Be enthusiastic and positive about future

How Do You Build Partnerships?

Enable others to act

- Treat people with dignity and respect
- Let people choose how to do their work
- Ensure that people grow in their jobs
- Listen to diverse points of view
- Support other people's decisions
- Develop cooperative relationships

How Do You Build Partnerships?

Model the way

- Follow through on promises and commitments
- Ensure that goals, plans, milestones are set
- Make progress toward goals one step at a time
- Ensures that people adhere to agreed-on standards

How Do You Build Partnerships?

Encourage the Relationship

- Praise people for a job well done
- Creatively reward people for their contributions
- Recognize people for commitment to shared values
- Find ways to celebrate accomplishments
- Give team members appreciation and support
- Express confidence in people's abilities

Setting the Stage for Success

- Set clear expectations / restate goal
- Expect the best
- Personalize the recognition
- Tell the story
- Celebrate together

Partnership Outcomes

- Did you get what you wanted? Full victory? Partial victory? What did you win?
- Share and assign credit
- Ensure documentation
- Celebrate success
- Provide recognition

What Makes a Partnership Successful?

- Representative membership
- Access to community leaders or decision-makers
- Meets the needs of the members
- Commitment and energy
- Willingness to change to achieve results
- Develops activities to keep people involved

Partnership Challenges

- Forgetting reminders – when sending out meeting notices, follow-up with a phone call before meeting to remind people
- Forgetting newsletter, minutes, or regular updates
- Domination by one member or organization
- Wasting people's time

Partnership Challenges

- Being too demanding
- Impatience
- Confusion – state plans clearly and concisely
- Lecturing

Partnerships Challenges

- Lack of administrative support
- Delayed communication
- Structure too formal
- Too many meetings with no follow through or activity between meetings
- Poorly run meetings

Avoiding Common Pitfalls

- Most can be avoided through FIVE elements:
 1. Clear Mission Statement
 2. Clear membership guidelines
 3. Clear policies and procedures
 4. Community buy-in
 5. Energy and commitment: Care and feeding even when things get rough

For Additional Information

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