



6-STEP PARTNERSHIP STRATEGY APPROACH

In order to ensure the most effective and impactful partnership strategy, these 6-steps are used, either in their entirety, or individually depending on client needs.



Interview 5-6 decision makers (different departments, authority, geographies where relevant) to understand what's most important, where are challenges, where are opportunities and where the organization sees partnering helping or adding value.

PRIORITY SETTING



Summarize results and prepare summary of sustainability priorities, priorities for partnership and/or fundraising, challenges and identified opportunities. Evaluate existing partnerships.

PARTNER IDENTIFICATION



Once there clarity on need for partnerships, Connective Impact brings together the partner and client in a facilitated dialogue to determine where the fit makes the most sense. Mutual goals are developed.

MAKING CONNECTIONS



Implementation plan developed (i.e. who plays what role, who manages what element of the project, communication plans, reporting plans, budgets.)

IMPLEMENTATION



We utilize a standard, simple monitoring and evaluation process, and often refer clients to other organizations that specialize in more sophisticated M&E techniques when needed.

MONITOR & EVALUATE



Adaptive management is necessary to ensure the partnership strategy is moving in the right direction, tweaking what has to change, etc.

REDEVELOP & REDEFINE