

PARTNERSHIPS

What is a Partnership?

- A “tool” for accomplishing an objective - a cooperative arrangement to -
 - Maximize the respective strengths of two or more organizations
 - Eliminate unnecessary and unproductive duplication
 - Benefit our joint members/customers

Why Should We?

- Reasons to Partner
 - Better serve our members/customers
 - More efficiently share knowledge and information
 - Preserve scarce human and financial resources
 - Avoid harmful duplication and competition
 - Strengthen the MA/WEF Relationship

What Makes a Partnership?

- Common Interests
- Cooperation
 - Both parties have to want to work together.
 - Each partner is a potential winner, though not all parties must gain equally.
- Compatible Strengths
 - Each partner contributes unique elements that enhance the delivery of the product or activity.

What Makes a Partnership Work?

- Good Will
- Compatible Objectives
 - Partners will not always have the same objectives, but the objectives will be complimentary.
- Share Risks and Rewards
 - If it's a success we share in the profits - If it fizzles we share in the loss

Partnerships Make Sense