


Sailing the “C’s” of Partnerships

Understanding the Spectrum of
Community Collaboration

Erika Rae Wise
Sr. Director of Extended Services
Star of Hope Mission
Houston, TX



Our Journey Today



Objectives

- Define the four “C’s” along the spectrum of partnering
- Identify the needs for partnering and appropriate “C” (level) necessary
- Discuss the challenges with each level of partnering
- Choose appropriate partnering level using the “Map to Collaboration”
- Categorize existing partnerships

Communication

- Exchange contact numbers/business cards
- Share simple information
- Might share some data or statistics
- May meet sometimes at mutual gatherings
- Not a deep level of commitment



NO
RISK

Cooperation



- Short-term, informal
- Typically, one time or rare
- Each agency maintains authority and resources
- May have separate goals
- “Co-existing”



LOW
RISK



Coordination

- More formal relationship is defined
- Common goal(s) defined
- May be a third-party advisor – a coordinator-- to steer the “ship”
- Some resources may be pooled to accomplish vision or goal (staff time, in-kind supplies, etc.)



MEDIUM
RISK

Collaboration

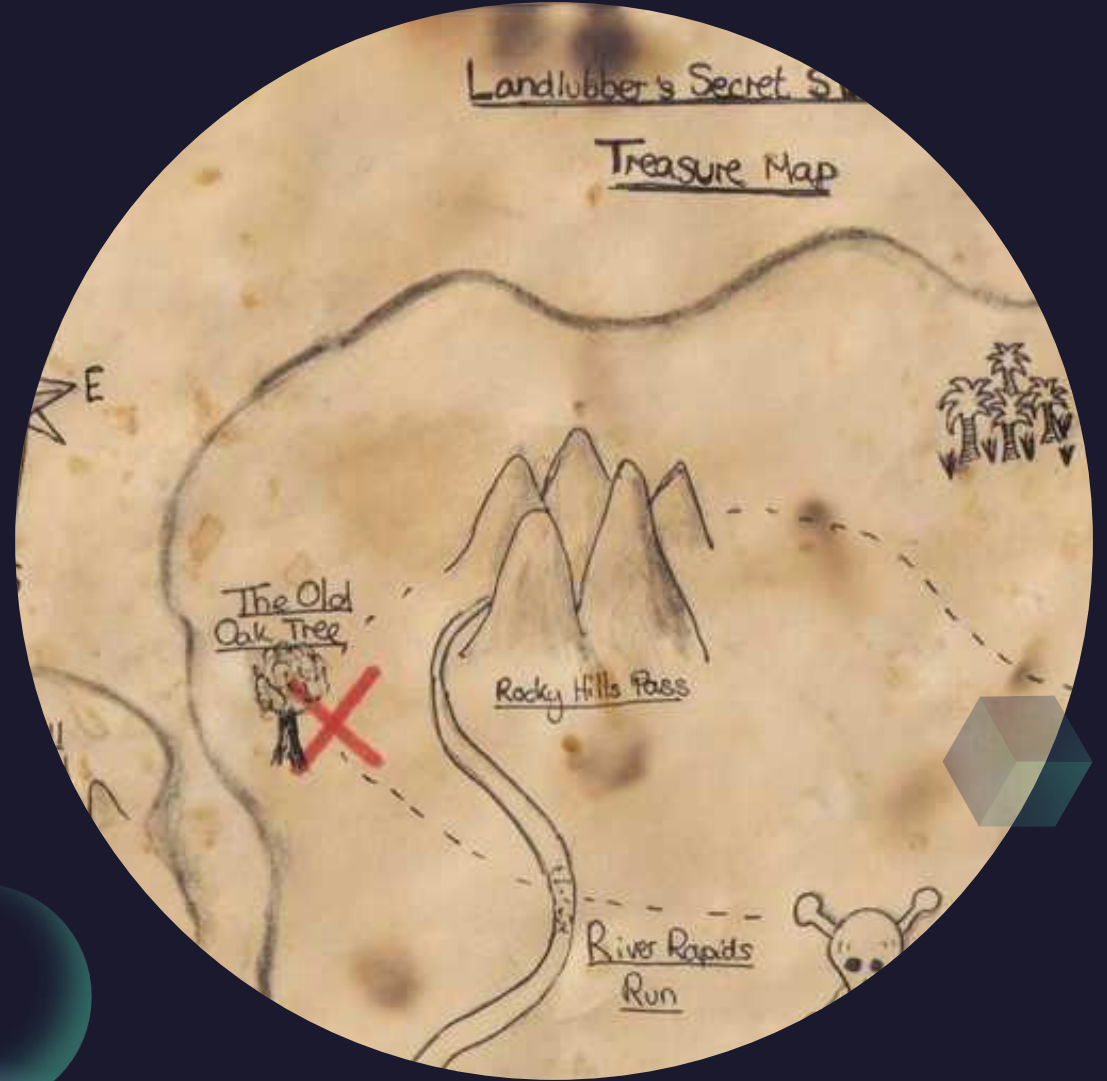


- “We’re gonna need a bigger boat!”
- More durable relationship; new structure
- Common goals, common mission, common vision
- Resources pooled
- Collaboration comes with and through conflict (conflicting values, systems, alignment), but does not mean it cannot be successful

HIGH
RISK

The “Map” to meaningful partnership

- Determine the purpose, cause, and/or audience to engage and at what level the engagement needs to be (Communication, Cooperation, Coordination, or Collaboration)
- Identify key agencies/organizations which already work in that area or with that audience
- Talk with leadership of those agencies and describe how the effort will support what they do
- Create a planning team (Collaboration)
 - Input from Target Audience
 - Align Core Values/Mission
 - Long-term shared vision
 - Short and long term goals
 - Proactive, intentional communication
 - Legal documents/agreements (MOU's)
 - Shared collateral, finances, resources, etc.
- Sail ahead to where **X** marks the spot



Activity – Where are We?

COMMUNICATION

COOPERATION

COORDINATION

COLLABORATION

Partnership Worksheet –
Sailing the “C”s” of Partnership: Understanding the Spectrum of Community Collaboration

Consider CURRENT or pending partnerships your organization is involved with and answer the following questions:

Partner	What “level” are we now (Communication, Cooperation, Coordination, Collaboration)	Where do we want/need to be?	If applicable, what do we need to do to get to the appropriate level?	Other comments

Things to consider when developing a TRUE collaboration—remember, you are building something NEW!!

- Common Goals
 - Communication Structure
 - Common Mission/Values
 - Buy-in from ALL levels (top down)
 - United presence
 - Fundraising
 - Use of resources
 - Leadership
-
- A TRUE collaborative means taking on a new identity!

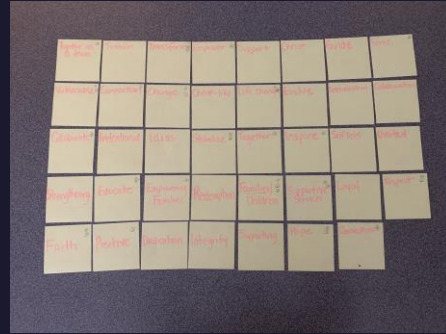


Building a Ship (Collaboration) that will stay TRUE to its course.

MISSION

Exercise:

- meet with team members from all organizations/entities
- Have them write common words, statements, ideas from among the Mission Statements and Core Values of EACH organization
- Use those words/phrases to develop a NEW, common mission statement



COMMON NAME AND GOALS

Exercise:

- Share common themes and ideas from Mission Statement exercise and then have a contest for naming the NEW team/collaborative—vote for the favorite and award the winning submission
- Once there is a common mission and team name...begin to develop common goals
- Start sailing...





Now we're sailing...what next?

- Remember bridges!
- Check the weather – avoid storms
- Who's the Captain? May change at different points in the journey.
- Handling rough seas
- Repairing the hull while still sailing
- Don't get stuck at the dock!!

Final Thoughts...

ANCHORS

- **Measure the cost of delay for shared decision-making**
- **Conflict of Interest** – may be good for one partners, but not all
- **Drain on resources** (often greater than anticipated) – time an energy of staff during partnership building and program development
- **Implementation Challenges**
- **Negative reputation impact:** when partnerships go wrong causing damage to the reputation or track record of individual partners by association.



LIFESAVERS

- **Access** (to knowledge, resources, and people) -- Mitigating risk and reducing potential mistakes
- **Effectiveness:** WE can do more together than individually
- **Efficiency:** Reducing (by sharing) costs and delivery systems and avoiding duplication
- **Innovation:** Developing unexpected / new ways of addressing old issues and complex challenges
- **Long-term stability and impact:** Achieving greater 'reach' by being efficient and effective means an expanded sustainable development impact. This is a direct objective of government and civil society, but also critical to the sustainability of business.
- **Reputation and credibility:** Achieving genuinely earned organizational reputation and greater credibility.



- Thanks to my “shipmates” at the *Hope Collaborative*
- **Star of Hope Mission
- **New Hope Housing, Inc.
- **Buckner Children and Family Services



Sources:

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2. <https://coachbetter.tv/the-difference-between-communication-cooperation-coordination-collaboration/>
3. The Hope Collaborative: Buckner Children and Family Services, New Hope Housing, Inc., and Star of Hope Mission Collaborative
4. <https://www.ca-ilg.org/post/key-steps-creating-partnership-or-collaboration>
5. <https://www.inc.com/marissa-levin/6-steps-to-creating-a-partnership-that-drives-strong-business-growth.html>
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