

STRENGTHENING & SUSTAINING STRATEGIC PARTNERSHIPS

By nurturing connections and fostering innovation, partnerships evolve into powerful collaborations capable of lasting change.

Best Practices for Fostering Trust & Shared Vision



Consistent Communication

Blend formal updates with informal check-ins.



Active Listening

Listen sincerely to partners' ideas and concerns.



Mutual Respect

Honor each partner's unique strengths and culture.



Shared Ownership

Every partner should feel invested and accountable.



Celebrate Small Wins

to boost morale and reaffirm collaborative value.



Conflict Resolution Strategy

Manage conflict constructively and systematically.



Revisit and Refine Vision

to stay aligned, focused, and relevant.

Best Practices for Structured Engagement & Governance

Successful partnerships flourish when structured to ensure aligned, accountable progress toward a shared mission.

Run meetings effectively:



Clear agendas



Manage time



Keep minutes

Stick to a regular meeting schedule

Establish clear roles & responsibilities

Dedicated Partnership Coordinator role

Formal agreements, like MOUs, if needed

Measuring & Communicating Impact



Develop Shared Metrics



Collect Data Consistently



Regular Reporting



Don't Forget Storytelling



Multi-Channel Press



Utilize Data for Learning

Discover the Full Guide

tinyurl.com/CEM-Partnerships-2

