

# **Working Effectively in Networks, Coalitions, and Partnerships**

**Brad Webb**

**BW Strategies**

[wbradwebb@gmail.com](mailto:wbradwebb@gmail.com)

OR... PLAYING WELL TOGETHER



# COLLABORATIVE EFFORTS

A catch-all term that includes

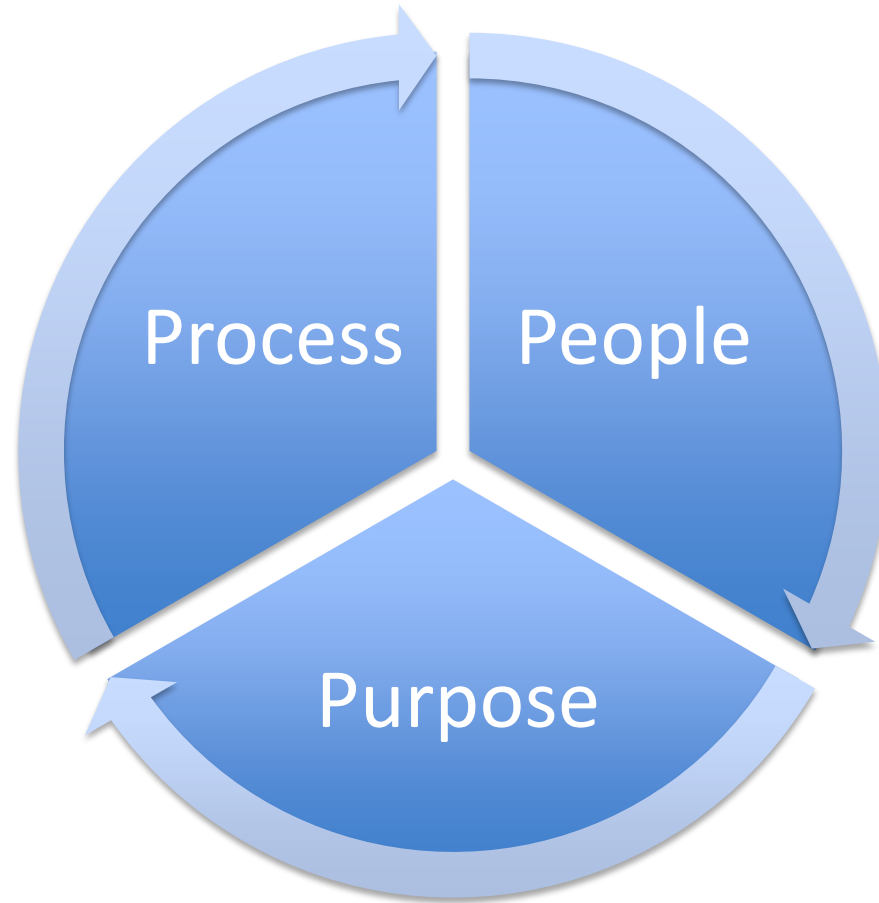
- Networks
- Coalitions
- Partnerships
- Coordinated projects
- Multi-organization campaigns
- And yes... even clusters

# TABLETOP DISCUSSION

Share a collaborative experience that worked well.

What helped make it a good experience?

# Three Ps of Working Together



# People

- The right people, not the most
- Build and maintain trust and relationships
- Understanding each other
- Ability to manage conflict
- Understanding of autonomy among players

# Purpose

- What are we trying to do together
- Defined outcomes or products
- Clear goals, purpose, and outcomes
- Plans to achieve your goal
- This may evolve over time

# Process

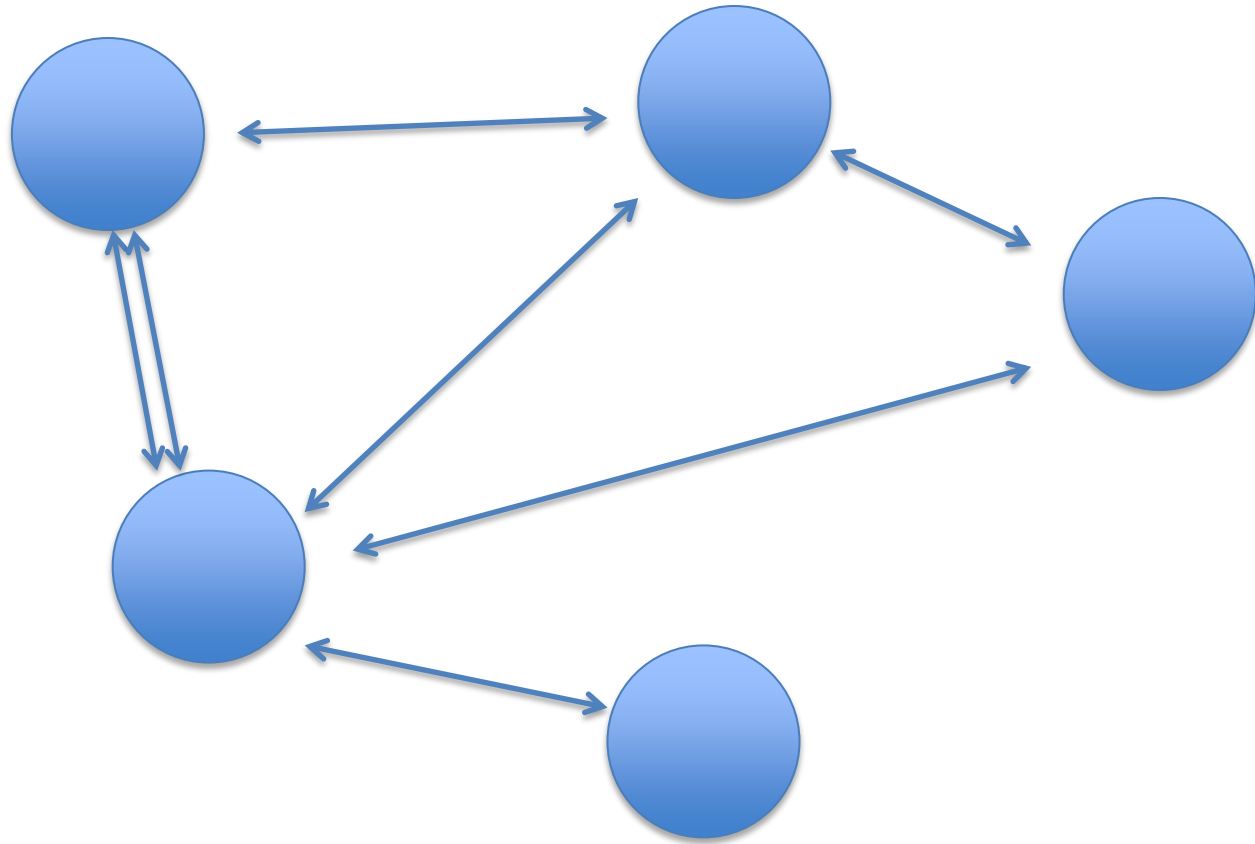
- How we organize ourselves
- Decision making that is clear and effective
- Leadership that is inclusive
- Work-plans
- Agreements about money or fundraising
- Understanding around credit and media



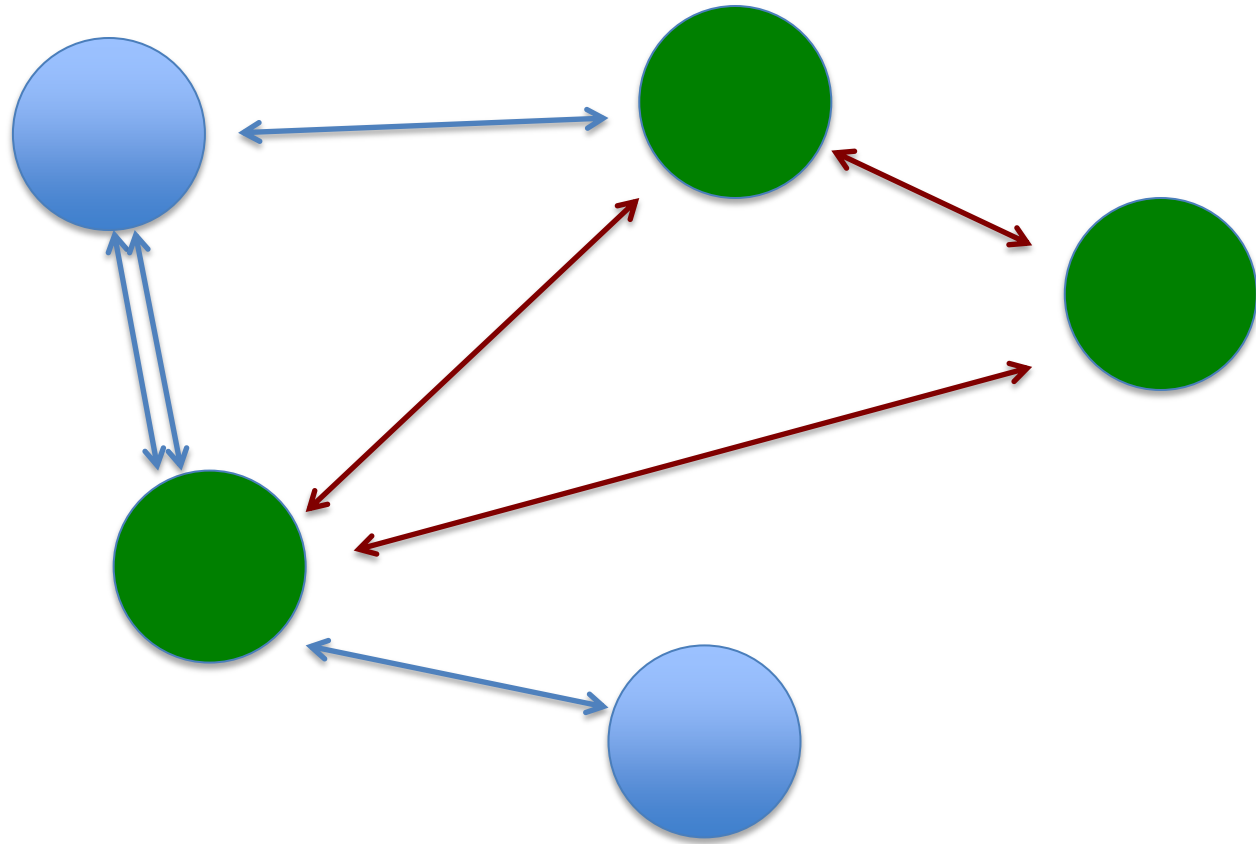
# TABLETOP DISCUSSION

- What have been some of the biggest challenges you've faced in collaborative efforts?
- What part of the pie would they fall in?

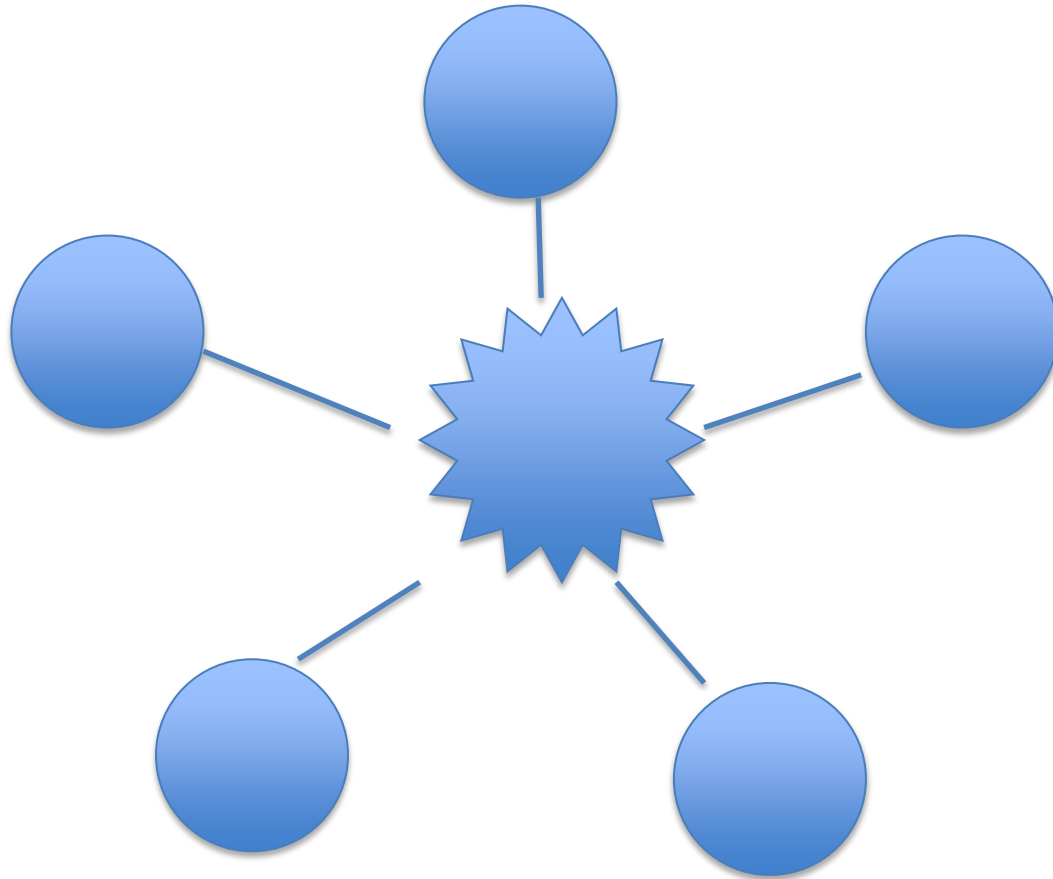
# NETWORKS



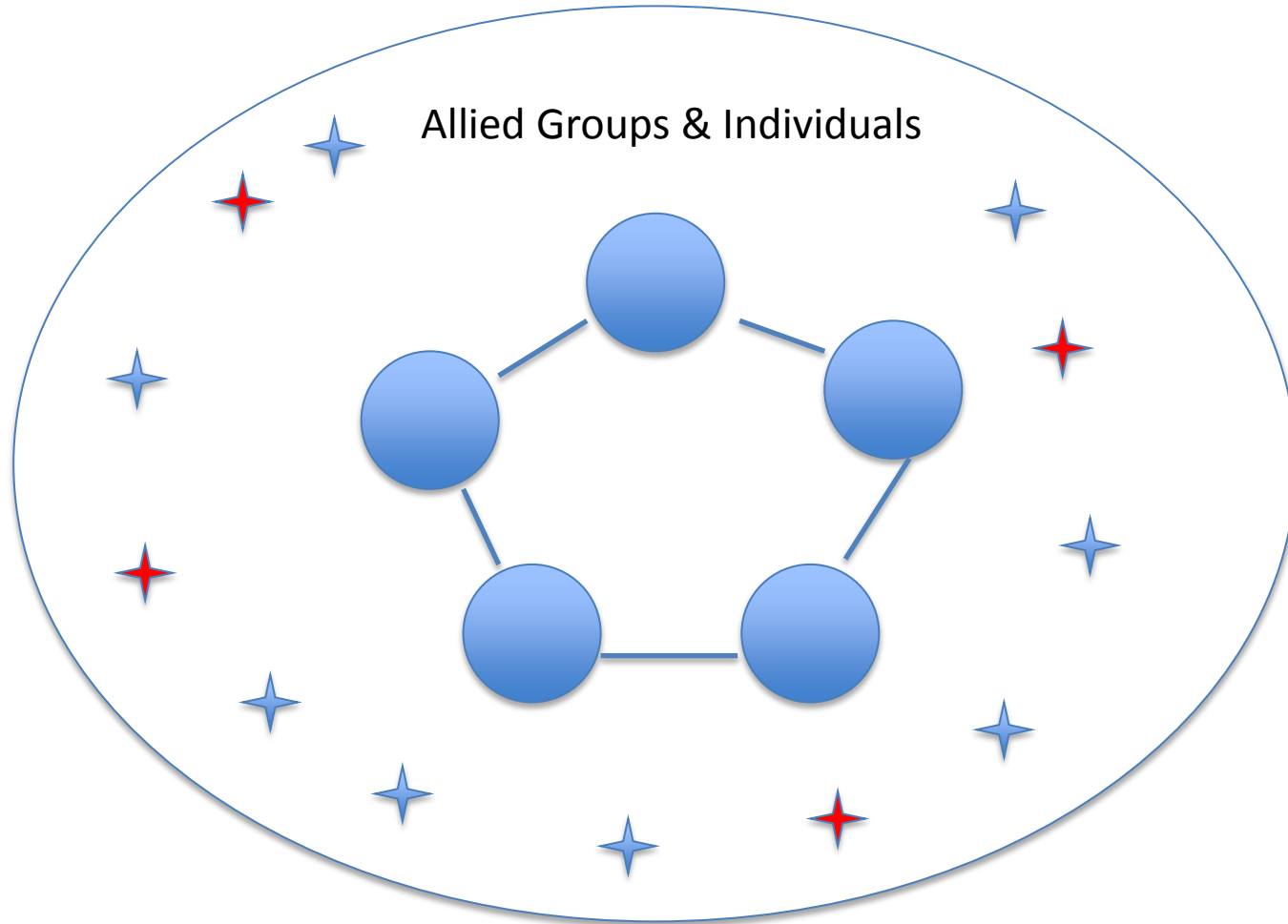
# NETWORKS WITH SUBGROUP



# COORDINATED PROJECT



# CAMPAIGN COALITION



# TABLETOP DISCUSSION

- Draw your current collaborative effort. Who's involved, their connections, and roles.
- Compare your drawing with others in your effort.
- Where are there common understandings?
- Where do the pictures diverge and why?

**ORGANIZATIONAL MINDSET**

**NETWORK MINDSET**

**Tightly Controlled and  
Planned**

**DIRECTION**

**Loosely Controlled and  
Emergent**

**Individual Expertise  
and Effort**

**STRENGTH**

**Connections and Trust**

**Programs and Services**

**ACTIVITY**

**Experiments and  
Platforms**

**Made by Bosses**

**DECISIONS**

**Made by People Close  
to the Work**

**Proprietary**

**INFO**

**Open and Shared**

# GIVE/GET RATIO

- People only participate over time if what they give balances with what they need
- Same for organizations



# CRITICAL QUESTIONS for STARTING ON THE RIGHT FOOT

- What do you and your organization need from this collaboration?
- What can you contribute?
- What do we need to know about your organization so you can fully participate?
- What do you need from others to participate?

**THANK YOU**