Building Partnership Capacity

Partnerships in NRM
PROSPECT Course

US Army Corps of Engineers
BUILDING STRONG®

Internal Capacity Building

- The Corps' Culture
  1. By nature, we try to control everything… we need to loosen up!
  2. Embrace private/public partnerships

- Integrate into NRM Business Lines
  1. Build relationships internally with Office of Counsel, Real Estate, Resource Management, Planning, and Operations early in the process
  2. Strengthen interagency relationships
  3. Consistency between districts (sharing)

- Training
  1. NRM Gateway as an up-to-date resource
  2. Partnership webinars, APPL, PROSPECT 328
  3. Best practice sharing

Keys to Internal Success

Not “Can I” but “How can we?” – the art of possible

Don’t reinvent the wheel – internal trust

Know existing authorities and benefits of partnerships

Cultivate the “profession” of partnership

External Capacity Building

Finding partners and managing partners takes WORK!

External Capacity Building

[redacted]

External Capacity Building – Why do Organizations and Individuals Give?

1. Because they are asked!
2. They are thanked.
3. They share values, goals, and mission.
4. They see the need and benefits working together.
5. They are involved.
6. Others are giving (time, $, expertise, goods/services)
7. They trust the organization and the representative.
8. The project will be a model.
9. There is an urgency.

External Capacity Building

Where do I start??

Get Blank Piece of Paper – Let's Brainstorm!

5 Steps to Finding the Right Partner

Where to Start

1. List 3 things that you (the Corps) bring to the table.
2. List 3 qualities that you are looking for in a partner.
3. Write down what is stopping you – your roadblock.
4. Make a plan to find your partner(s).
5. Be honest with your prospective partners, be yourself and tell your story.

Community Engagement

Who can be my partners?

Where do I look?

Community Engagement

- Local chamber of commerce or visitor bureau
- Volunteers
- People who use the parks
- Get involved in your community
- Current national partners – list on NRM Gateway
- APPL, tradeshows, conventions…where people with similar interests gather
- Community leaders
- Non-profits or for-profits in the area
- Who I know or someone I know who might know someone (network). Invite 10 people to invite 10 friends/partners each

Interest and Assets

- Write down 5 relationships you have or will build

- What are the interests and assets of your 5 relationships?
  1. Social, environmental, recreational, employee lifestyle, tourism, historic….
  2. Corporate foundations, past involvement, volunteer programs, training needs…
  3. Who do they partner with today, what works well today, what doesn't…
  4. What are their values, vision, goals?

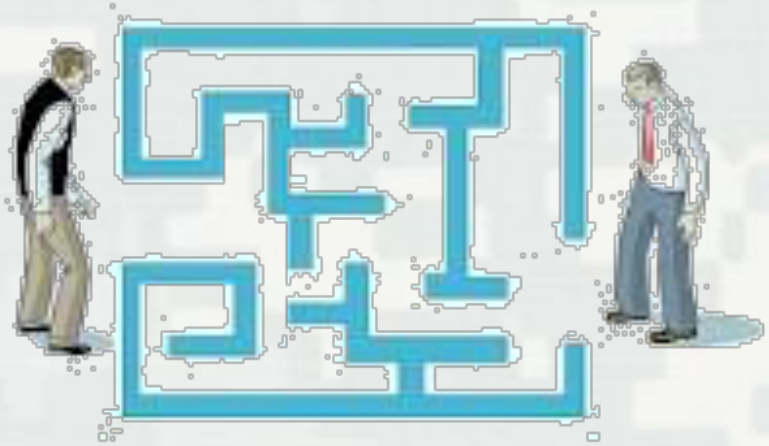
- What are your top 5 partnership goals for next year?
- Can you think of potential partnerships?

Questions to Ask?

1. What do you need from your partner/what do they need from you?
2. What is your potential partner's sustainability?
3. What are your respective expectations about time commitment?
4. What happens if you can't work it out?
5. What is their reputation or standing in the community?
6. What questions does your potential partner have for you?

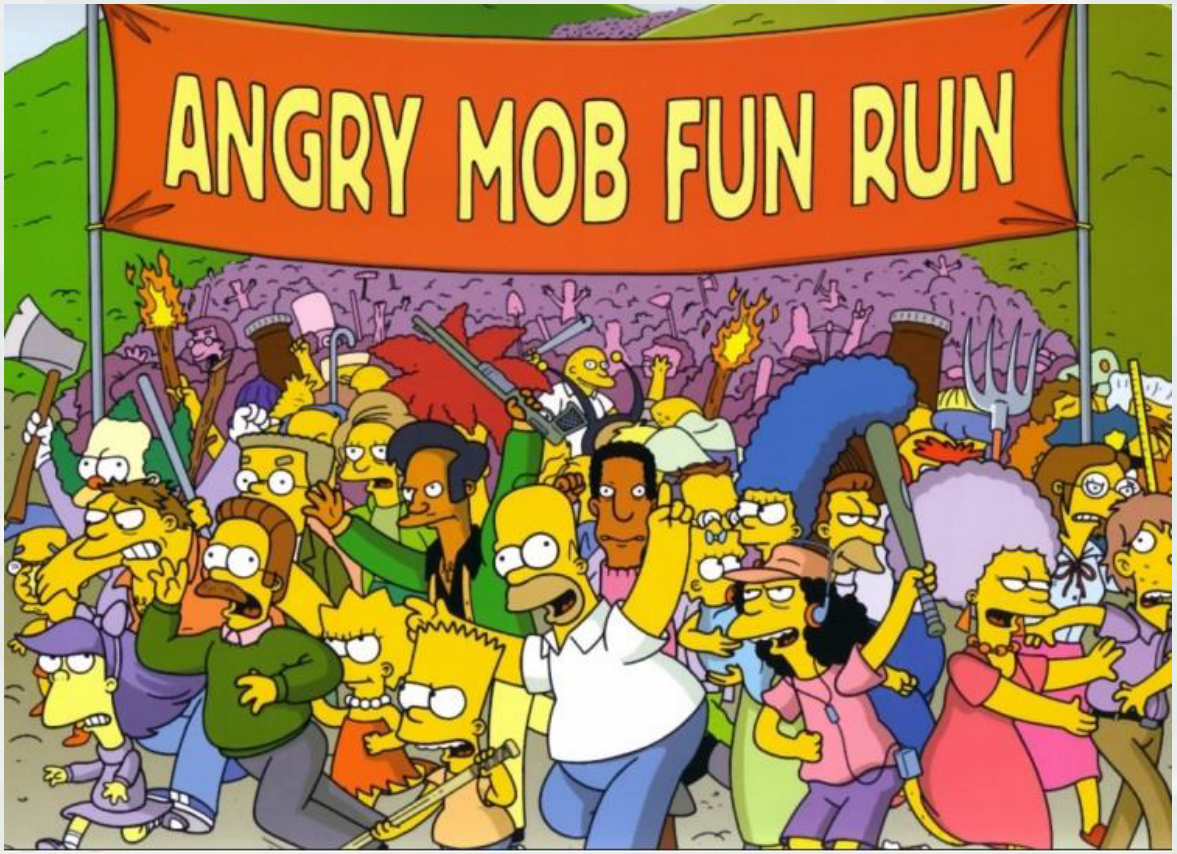
Common Ground

- Focus on important needs/goals
- Adopt shared mission/vision
- Understand each other's culture, strengths and weaknesses
- Determine the key players to develop team and begin leveraging strengths



Common Ground

If you have frustrated energy, it is better for everyone to focus on solving common problems than blaming each other.



Get moving in the same direction,
and you can achieve great things together!

Developing and Sustaining

- Formal agreements
- Make it work attitude to get over hurdles
- Honor commitments – long term trust always wins in building partnerships
- Find wins – even if small and celebrate them
- Invite other partners if possible – it can help both parties
- Don’t just talk when you need something
- Honest communication and expectations
- Have fun!

The 4 “I”s of Partnerships

Individual Excellence

- Both partners are strong and have value to contribute
- Motivation to pursue opportunities

Importance

- Relationship fits the major objectives of the partners
- Plays a key role in long-term goals of partners

Interdependence

- Partners need each other and neither can accomplish alone what they can do together
- Complementary assets and skills

Investment

- Partners invest in each other
- Long-term commitment by devoting $$ resources

Source: Association of Defense Communities

Questions?