

Building Partnership Capacity

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PROSPECT NRM Partnership Class



US Army Corps of Engineers
BUILDING STRONG[®]



Building Partnership Capacity

Internal Capacity Building

- ❖ Culture
 1. Loosen control
 2. Embrace private/public partnerships
 3. Understand value of diverse resources

- ❖ Integrate into NRM Business Lines
 1. Build capacity through collaborative management
 2. Build relationships internally with Office of Counsel, Real Estate, Resource Management, Planning, and Operations early in the process
 3. Strengthen interagency relationships
 4. Consistency between districts
 5. Clear focus on external views

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



Building Partnership Capacity

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



It is NOT just a 9 to 5 job!



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External Capacity Building

- ❖ Where do I start?

Get Blank Piece of Paper –
Let's Brainstorm!



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Where to Start

Community Engagement

- ❖ Local chamber of commerce or visitor bureau
- ❖ Volunteers
- ❖ People who use the parks
- ❖ Who I know or someone I know who might know someone (network)
- ❖ Get involved in your community
- ❖ Current national partners – list on NRM Gateway
- ❖ APPL, tradeshow, conventions...where people with similar interests gather
- ❖ Community leaders
- ❖ Non-profits or for-profits in the area
- ❖ Needs to make it a priority!
- ❖ Write down 5 relationships you have or will build



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Where to Start

Interest and Assets

- ❖ 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 goals for next year?
- ❖ Any potential partnerships?

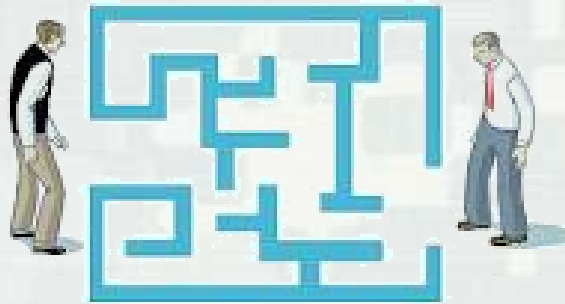


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Where to Start

Common Ground

- ❖ Focus on important needs/goals
- ❖ Adopt shared vision
- ❖ Understand each other's culture, strengths and weaknesses
- ❖ Develop team and begin leveraging strengths



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Where to Start

Develop and Sustain

- ❖ Formal agreements – leverage NRM Gateway and other internal resources
- ❖ Multi-level relationships between organization (team buy-in)
- ❖ 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!



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Questions?

