

## Partner Relations Training

### Overview

Significant results are rarely achieved in a vacuum. Program administrators and organization directors understand that realizing outcomes requires engaged, committed partners. Unfortunately, many professionals have never had access to training focused specifically on the ins and outs of creating and maintaining successful, long-lasting partnerships.

This session offers tangible and relevant skills and techniques, grounded in knowledge and content from a variety of professions and disciplines – much more than a Top Ten Tips approach to partnerships. This session offers a whole new mindset and approach to working with partners at all levels and is a true “must have” for your professional repertoire. And perhaps more importantly, it will leave you with a way to make your partnerships more productive, satisfying, and impactful towards your desired outcomes.

### Sample Training Contents

Tab	Heading	Contents
1	Overview	Talking about Partnerships; Key Concepts; The Process; Assumptions; Worksheet
2	Definitions & Frameworks	Definitions; Stakeholder Terms; Partner Segments; Frameworks
3	Public Health as Partner	The Partnership Model; Know Yourself
4	Identify & Select	Defining Partners; Selecting Partners; Partner Types; Worksheet
5	Develop Relationships	Strategic Partnerships; Relationship Building Process; Building Strategic Partner Relationships; Summary; Worksheet
6	Manage Strategic Partnerships	Project Management; Communication; Conflict Management
7	Monitor & Adapt	Monitor; Adapt; Ending Partnerships; Worksheet
8	Appendices	Strategic Partnership Plan Worksheet; References; Partner as Customer Exercise; Considerations for Creating a Strategic Partnership; Preparatory Assignment