



PURPOSE  
BUILT  
COMMUNITIES

# Collaboration in Action: Cultivating and Nurturing Strategic Partnerships

May 2, 2024

What comes to mind when you hear  
or read the word “collaboration”?



# The opportunity: A range of stakeholders with varied experiences, skills, and networks working together

- Broaden the constituency of people and organizations that know about and are invested in the success of the effort
- Power of diversity: “Being around people who are different from us makes us more creative, more diligent, and harder-working”<sup>1</sup>
- Communicate and advocate more effectively
  - The messenger matters
  - Power of collective advocacy



# An example from the Purpose Built Communities Network: REACH Riverside – Wilmington, DE



- The Power of And
- “Thanksgiving Model” – bring your best dish and there will be more than enough for everyone



# An example from the Purpose Built Communities Network: Connect Community – Houston, TX

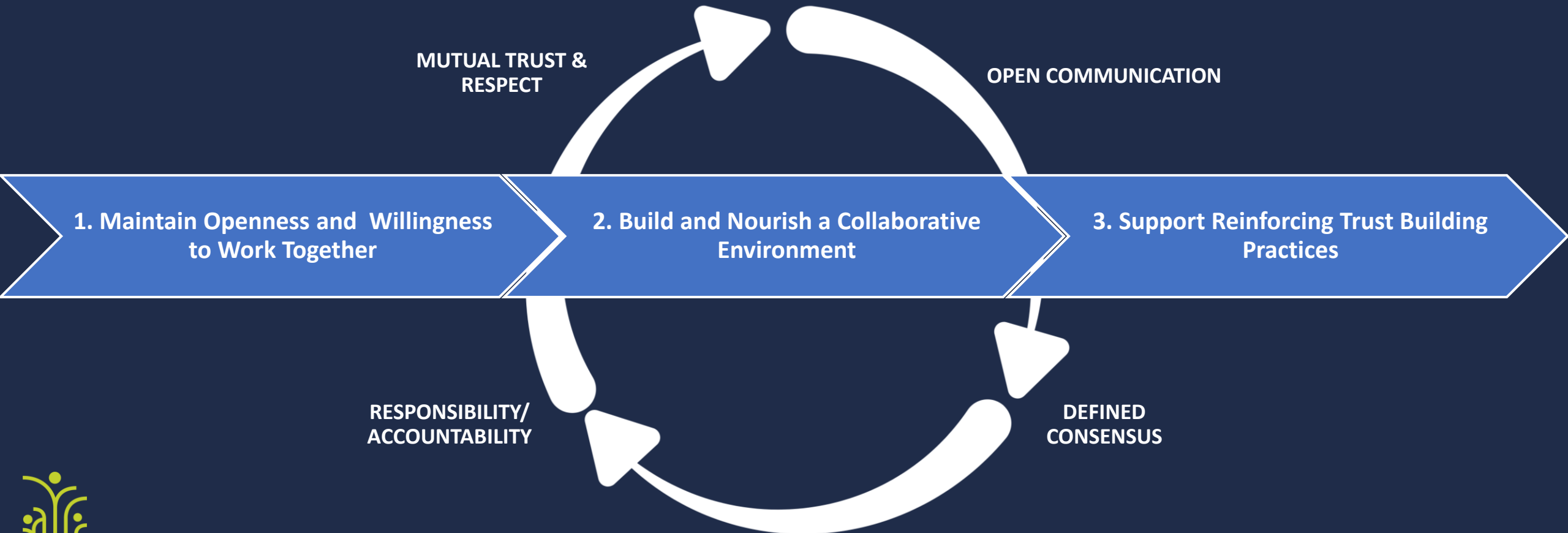


- Education-focused communities of practice for newcomers
- “No one idea will serve as the key; our collective focus is the key”





# A few essential ingredients are necessary to develop and nurture partnerships



# Some considerations and practical suggestions to effectively establish and nurture partnerships

- Prioritize community partnership and voice
- Measure success by strength and depth of critical partnerships
- Memorialize commitments in written agreements or compacts
  - Process and associated conversation as, if not more, important than the document
- Identify vision and values and refer to them regularly
  - What are you going to accomplish together? How will you operate?



# Some considerations and practical suggestions to effectively establish and nurture partnerships CONT.

- Create opportunities for partners and stakeholders to be together
  - Example: Partner Advisory Council meetings quarterly
- Establish rhythm or cadence to engage with key stakeholders regularly
- Work together on specific, short-term projects to achieve collective wins





# Discussion Questions

1. Think about the information shared in the presentation. What are you already doing? What can you put into practice quickly or more easily? What do you foresee being more challenging to put into practice?
2. Identify a critical partner. What is their role in the initiative? How do you plan to engage with them 1:1? How do you plan to invest them in the initiative and help them feel part of “something bigger”?



*“Sharing power doesn’t mean giving up your power. You win power by sharing because people become more invested in you as a leader.”*

**- Mayor Shirley Franklin**





*Thank You!*

*Questions?*

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