

Building and Sustaining Partnerships

Facilitated by Emilio N. Williams

Session Goals

The session focuses on stakeholder identification and other relevant aspects of building and sustaining partnerships including but not limited to concepts of asset mapping, shared leadership between partners, as well as insights into the stakeholder process (goals, stakeholder identification, collaboration processes, external support and, conflict resolution).

Objectives

1. Increased understanding and tools to help participants identify goals and appropriate stakeholder identification
2. Understanding of the collaboration process and the need for external support
3. Strategies for mapping assets and sharing leadership

Training Design/Process

Training Design		
Method	Description of Activities	Length of time
Introduction & Mini-Teach	Mobilizing community assets, social capital, understanding community mobilizing action steps	15 minutes
Round Robin	Shareholders definition and broadening the shareholder base to expand potential resources and partnerships	15 minutes
Small Group Activity	Designed to map assets at individual tables (small communities within the session of other small communities-tables) having each quickly map the assets at their tables and develop a proposal they could make to the larger community (all tables) regarding what they bring to the table and why they should consider partnering – highlighting mutual gains and benefits. Share, process and apply.	45 minutes
Open Mic	Q&A, review all handouts and do evaluation forms.	15 minutes

Trainer Bio

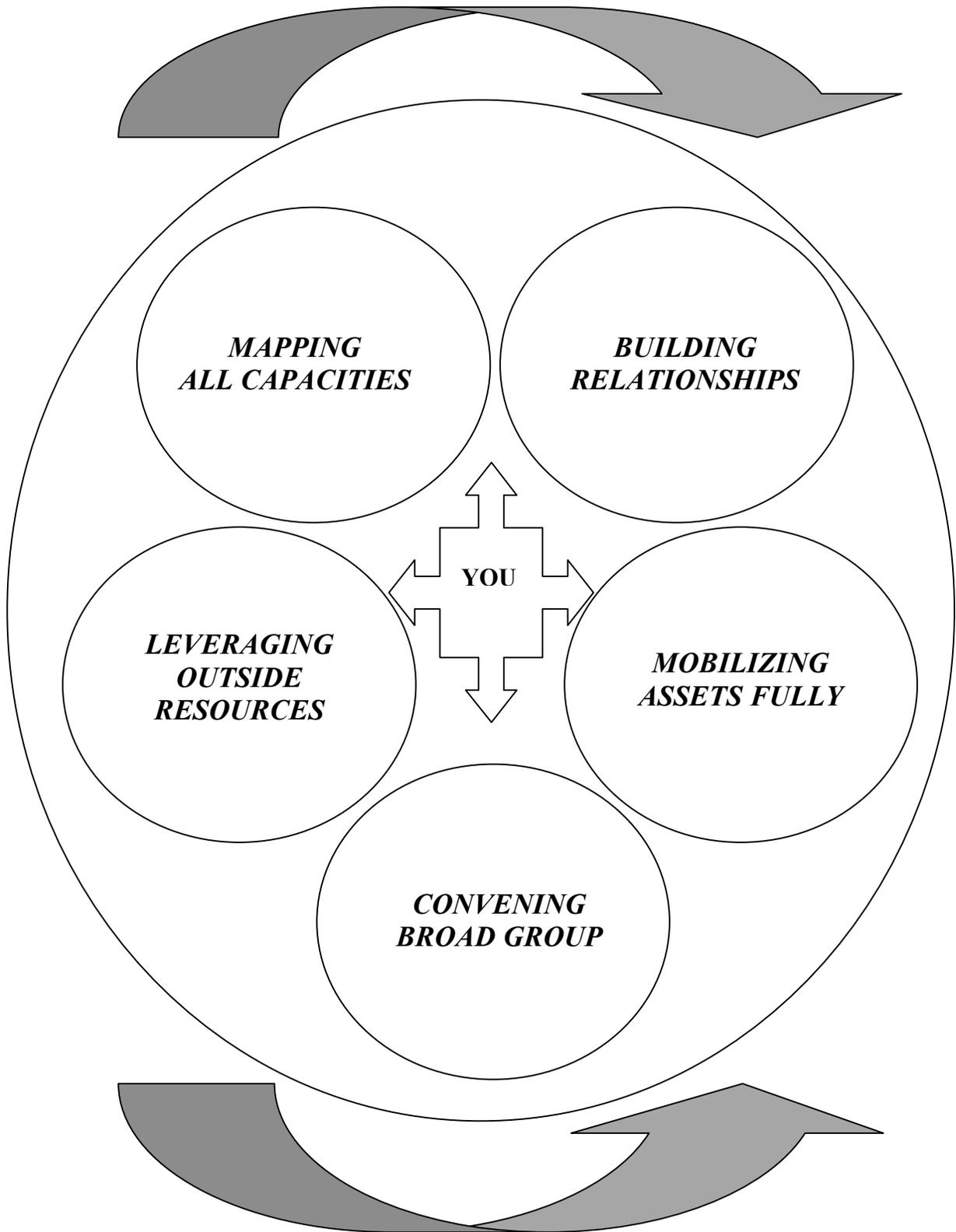
Emilio N. Williams, President of The Koi Group, has more than 25 years of experience in training, group facilitation and human resource development. *The Koi Group* based in Maryland, is a select group of training professionals specializing in staff and organizational development, team building, and audio/video production. Training areas include but are not limited to, cultural competency and cultural change initiatives, building collaborations, communications skills, conflict resolution/management, experiential learning, goal setting, group facilitation, leadership, recruitment and retention, resiliency, team building, training of facilitators/trainers, stress management, sustainability, wellness, and others.

Most recent training, staff and organizational development clients include American Zoos and Aquarium Association (AZA), Cleveland MetroParks Zoo, Corporation for National and Community Service (CNS), Epilepsy Foundation, Environmental Protection Agency, National Network of Forest Practitioners, Aspen Institute, University of Wisconsin NEEAP, Amtrak, Prudential Insurance Company, National Parks Conservation Association, Maryland National Capitol Park and Planning Commission and the University of Michigan.

Emilio holds a Masters of Human Services from Lincoln University in Pennsylvania. He previously served on the Board of NAAEE, as Chair of the Urban and Multicultural Commission, and currently serves on the Board of the Adopt-A-Watershed, and serves as a member of the Cultural Diversity Working Group for the National Network of Forest Practitioners. Emilio is a high energy and inspirational person. He is interested in *Cultural Competency* and the extent to which organizations and individuals can become "*intentionally inclusive*" in their practices, hiring, programs, grants, partnerships and work with culturally diverse audiences. He is also committed to working with young people, helping them through rites of passage, and teaching them to capitalize on their assets.

Most recently Emilio was able to open the [TKG Online Store](#) where [The Koi Group](#) will work with other producers of products and services to assist them in marketing, sale and distribution of their products and services. Many people we meet have great ideas and/or products but can't seem to get them to the marketplace. The [TKG Online Store](#) is designed to assist as clients become more entrepreneurial through micro-enterprises.

MOBILIZING A COMMUNITY'S ASSETS



How can you initiate, build or sustain what you are not aware that exists?

ASSETS AND CAPITAL

There are tremendous assets and capital that exist within all communities. A broad definition of the community may include local residents, special interest groups, non-profits, civic groups, schools, hospitals, parks, government agencies, educational institutions, businesses, banks, corporations, foundations, etc. One of the greatest challenges is to realize that most communities have the resources necessary to address their needs. The greatest challenge is to be able to conduct an inventory of the assets available, to know what is available, and then to be able to capitalize and make the best use of those assets as they are mobilized to accomplish the desired outcomes. When considering assets don't forget about the following skills: general, employment, teaching, community, and entrepreneurial interests and experience. What do you have and what can you do to help reach the desired goal?

Equally important in assessing the degree of assets within a community is to know that there are different types of capital:

ENVIRONMENTAL CAPITAL includes all the physical features of the landscape, rivers and lakes, bluffs and valleys, air & water quality, and location relative to other communities and cities.

PHYSICAL CAPITAL encompasses those things that are developed by human art, skill or effort. This includes manufactured products, buildings, homes, equipment, roads, newspapers, and the array of new products developed to meet changing world demand. "Invisible" physical capital includes fiber optics, electricity, and gas and water delivery systems that make residential areas and industrial parks ready for business.

FINANCIAL CAPITAL may refer to assets, capital, stockpiles, investments, money, personal income, local shopping dollars, the tax base, profits from farm commodities, money available for local fund-raisers, grants, outside investment in local business & industry, and sales and exports of goods.

SOCIAL CAPITAL refers to those stocks of social trust, norms and networks that people can draw upon to solve common problems. Social capital has been referred to as the glue. All other capital might be available but without trust, the project will have problems and may never hold together.

Some resources are controlled internally by members of that community while others may be located within the community but controlled externally by individuals or organizations. There are also resources that may be both located and controlled outside of the community.

Selected Asset Based Community Development And Social Capital Sites

IPR Research: Asset-Based Community Development Institute
<http://www.nwu.edu/IPR/abcd.html>

Psychoanalytic Study of Organizations
www.sba.oakland.edu/ISPSO/

Search Institute
<http://www.search-institute.org/archives/hchy/index.htm>

Youth Development Resources
<http://www.capabilitiesinc.com/>

Australian Youth Foundation
<http://www.ozemail.com.au/~ayouthf/site-r/participation/ythpart.htm>

Youth and Community Empowerment Services
<http://www.theeye.org/index.html>

Toronto Summer Institute on Inclusion
<http://www.inclusion.com>

Hawaiian Community Development
<http://www.hawaiian.net/~cbokauai>

Community Resources
<http://members.aol.com/CResourc>

Building Inclusive Communities Main Site
<http://www.coe.wayne.edu/CommunityBuilding/>

Sustainable Urban Neighborhoods
<http://www.louisville.edu/org/sun/>

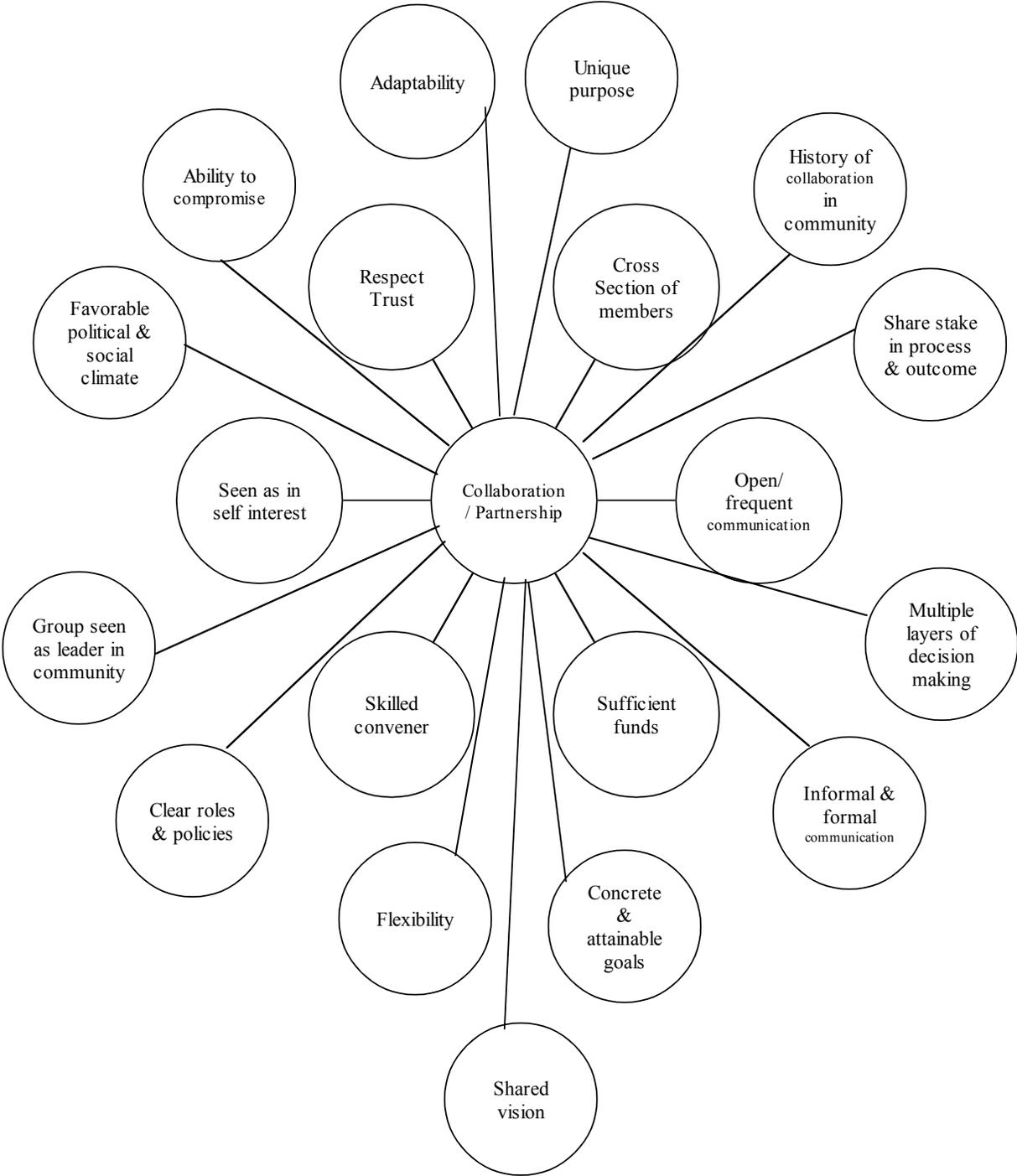
Social Capital
http://www.profiles.iastate.edu/bct/ca_1_e.html

Family Network
<http://www.familynetwork.org/wecare/>

Mobilizing the Community: Action Steps

- Identify and Analyze Asset/Resource Gap
- Organize Stakeholders
- Expand the Table and Attract More Champions
- Create Shared Vision
- Develop an Action Plan
- Recruit, Activate and Leverage Resources and Commitments
- Match Resources to Enhance the Assets of Specific Youth
- Monitor Progress and Change in Access to Resources
- Sustain efforts long-term with additional support, increased visibility, strengthened relationships and new/improved partnerships

COLLABORATION/ PARTNERSHIP SUCCESS FACTORS



Source: A Study by the Wilder Foundation

FOCUS ON THE 5 P'S¹

Purpose

- Mission level – is the team working within a common mission
- Team level – is the purpose of the team clear?
- Outcome level – has the team established outcomes that match/support their mission?

Protocol

- Working together – does the team have visible guiding principles on how they are going to treat one another and operate?
- Decision-making – does the team have a decision making process in place?
- Parameters – are the boundaries by which they work clear?

Product

- Tasks – is the team working toward and completing agreed upon tasks? Are there any members disconnected?

People

- Roles – do all members have a role?
- Commitment – are team members engaged, committed and at what level?
- Interpersonal – are there any conflicts among members?

Progress

- Completion – has the team reached closure on a task and can move on? Bugged down?
- Continuation – have they established a method to continue and evaluate their work?

¹ By Permission from Corky McReynolds, University of Wisconsin, Stevens Point.

KEYS TO MOTIVATE PEOPLE TO ACTION

- Lead with high energy and boundless enthusiasm.
- Give people a sense of purpose and direction.
- Plan for success. Nothing succeeds in motivating people more than being successful. Nobody wants to be associated with failure.
- Dish out plenty of praise and encouragement.
- Create opportunities for people to get attention.
- Demonstrate confidence and faith in peoples' abilities.
- Encourage achievable tasks.
- Give people a sense of history and hope.
- Develop a collective vision for the future.

We dare you to lead!
We dare you to struggle!!
We dare you to win!!!

Author Unknown

DEEPENING THE CIRCLE

1. When you think about how we work together, when were there times that we came through for one another? Share an exciting memory.
2. Think about one thing that seems to really get in our way but if we all decided to work together we could overcome it easily. Share one thing.
3. Given our strengths and the things that seem to get in our way, what is a strength that you bring to this process?