

Clarity and Questions: Strategic Partnerships

AESA Summer Leadership Conference 2017

Day Two

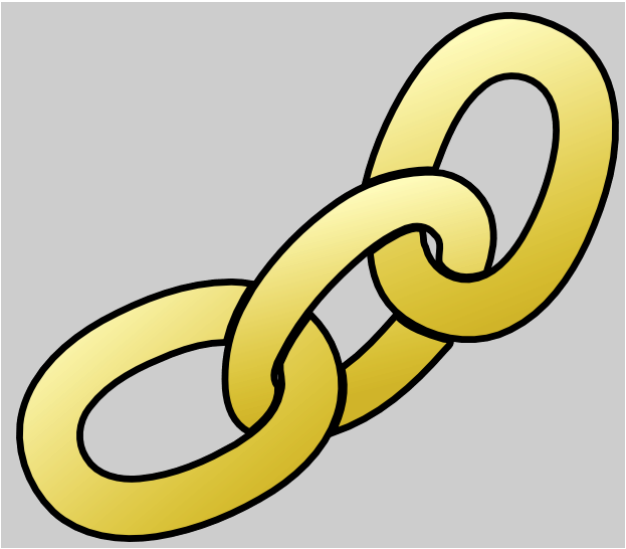
Crystal Clear

- Importance of knowing who owns the customer.
- Importance of understanding what value the partnership creates for the partners and the purpose of the partnership. Write it down.
- Goal-centered relationships, not opportunistic hook-ups.
- Expect the partnership to evolve...anticipate changing dynamics.
- Entering into a strategic partnership is complex and follows no singular algorithm. There are always trade-offs, and experimentation is challenging.
- Key employees are partners.
- Question, question, question and think hard.

The Questions



Do you have to be selling services and making money to use this framework for partnering?



Give specific examples of how a partnership would really work.



How do you clarify what the partner really expects of you?



How do you manage partners when they are also competitors?



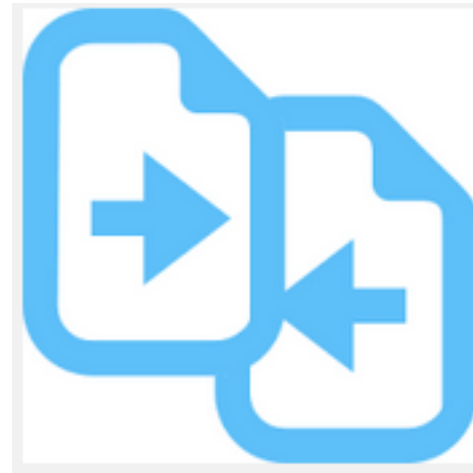
What resources do ESAs bring to partnerships?



How do you determine what's benevolent work, for-profit work, or state work?



How might we change the mindsets of districts from expecting free services to paying fees for services?

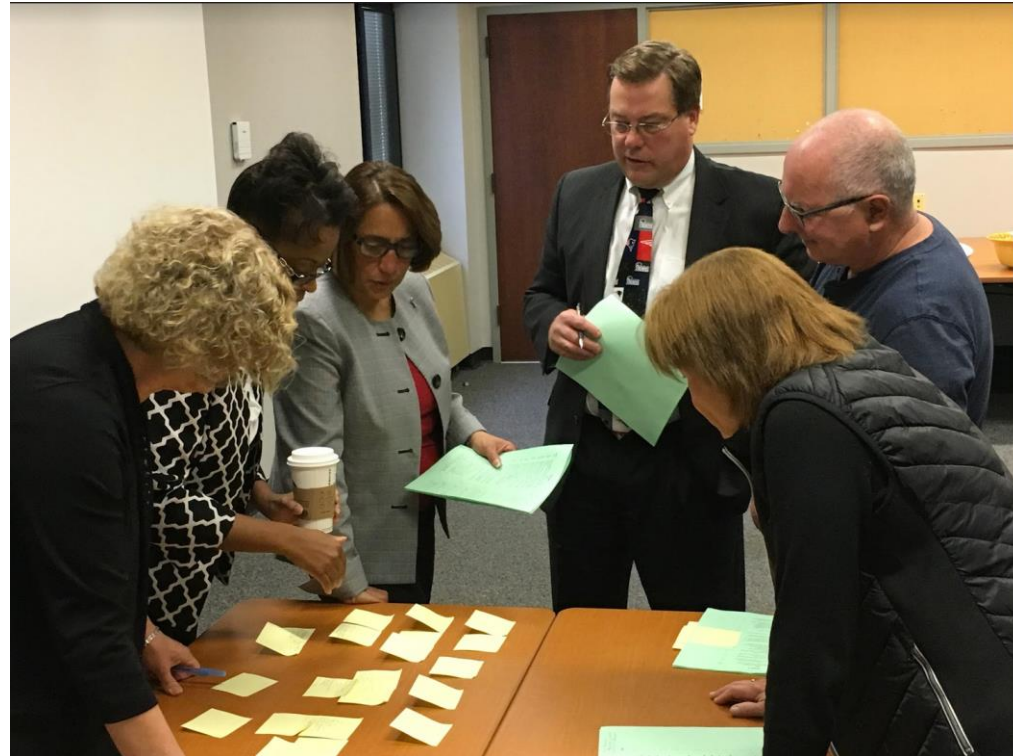


How do you measure the success of a partnership?

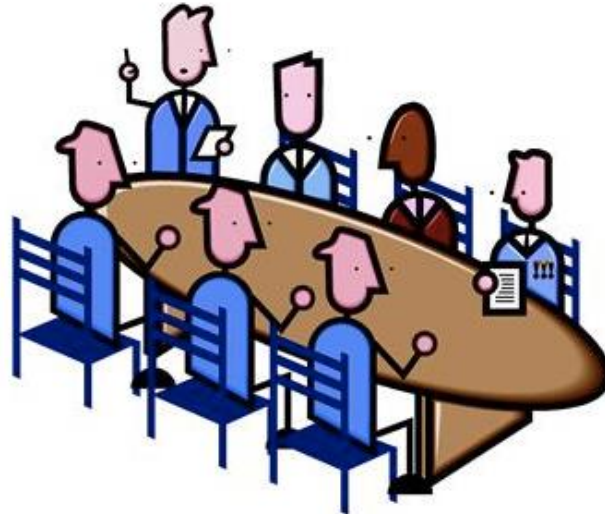


BREAK

Hometown ESA



Pick one of the questions you think
Hometown should answer ... explain how they
might get the information to help them
answer it.



BREAK

Share examples at your table of your agency's partnerships. Explain how you are thinking differently about these now. Don't forget to talk about what you're doing right.

