



## PARTNERSHIP TOOL VERSION B

# Identifying, mapping and strengthening your partner relations

### THE OBJECTIVE OF THE TOOL

Make you able to create and maintain new working relationship with partners complementary to your organisation, in order to globally meet the needs of your beneficiaries

### FOUR STEPS:

- Step 1 - Identify the "typical" beneficiary profile the organisation mostly get in touch with  
*What kind of needs do my beneficiaries have?*
- Step 2- Pick out the competencies of the organisation required to meet the needs of beneficiaries  
*What knowledge do I have as organisation? What resources and/or skills do I have?*  
*What can I do on an internal level to meet the beneficiaries needs? What do I need to ask to the other partners?*
- Step 3- Target relevant and complementary partner  
*What partners do I require to meet my beneficiaries needs? How complementary are the other partners to my organisation?*
- Step 4 – Maintain and institutionalize regular and essential relations with partners  
*How can I keep the relation with partners strong in the long run?*  
*How can I formalise the relationship with partners?*

**STEP 1 – IDENTIFY THE “TYPICAL” BENEFICIARY PROFILE THE ORGANISATION MOSTLY GET IN TOUCH WITH**

Age	
Gender	
Origin	
Qualification	
Competences and skills	
Need n°1 <i>(to customize)</i> – eg. italian language skills	
Need n°2 <i>(to customize)</i> – eg. lack of previous work experiences consistent with current business needs	
Need n°3 <i>(to customize)</i> – eg. health	
Need n°4 <i>(to customize)</i> – eg. mobility	
Need n°5 <i>(to customize)</i> – eg. housing	
.....	

**STEP 2- PICK OUT THE COMPETENCIES OF THE ORGANISATION  
REQUIRED TO MEET THE NEEDS OF THE BENEFICIARES**

*This part of the tool is aiming to make the organisation understand when it is time to request support to the other partners in order to achieve its initial objectives, by all working in synergy, each with its own specificities.*

**Need n° 1**

- What knowledge and skills do my organisation have?

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- What resources do my organisation have (funding, equipment, know –how, premises etc...) ?

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- What is my organisation missing to meet the need n°1?

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**Need n° 2**

- What knowledge and skills do my organisation have?

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- What resources do my organisation have (funding, equipment, know –how, premises etc...) ?

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- What is my organisation missing to meet the need n°2?

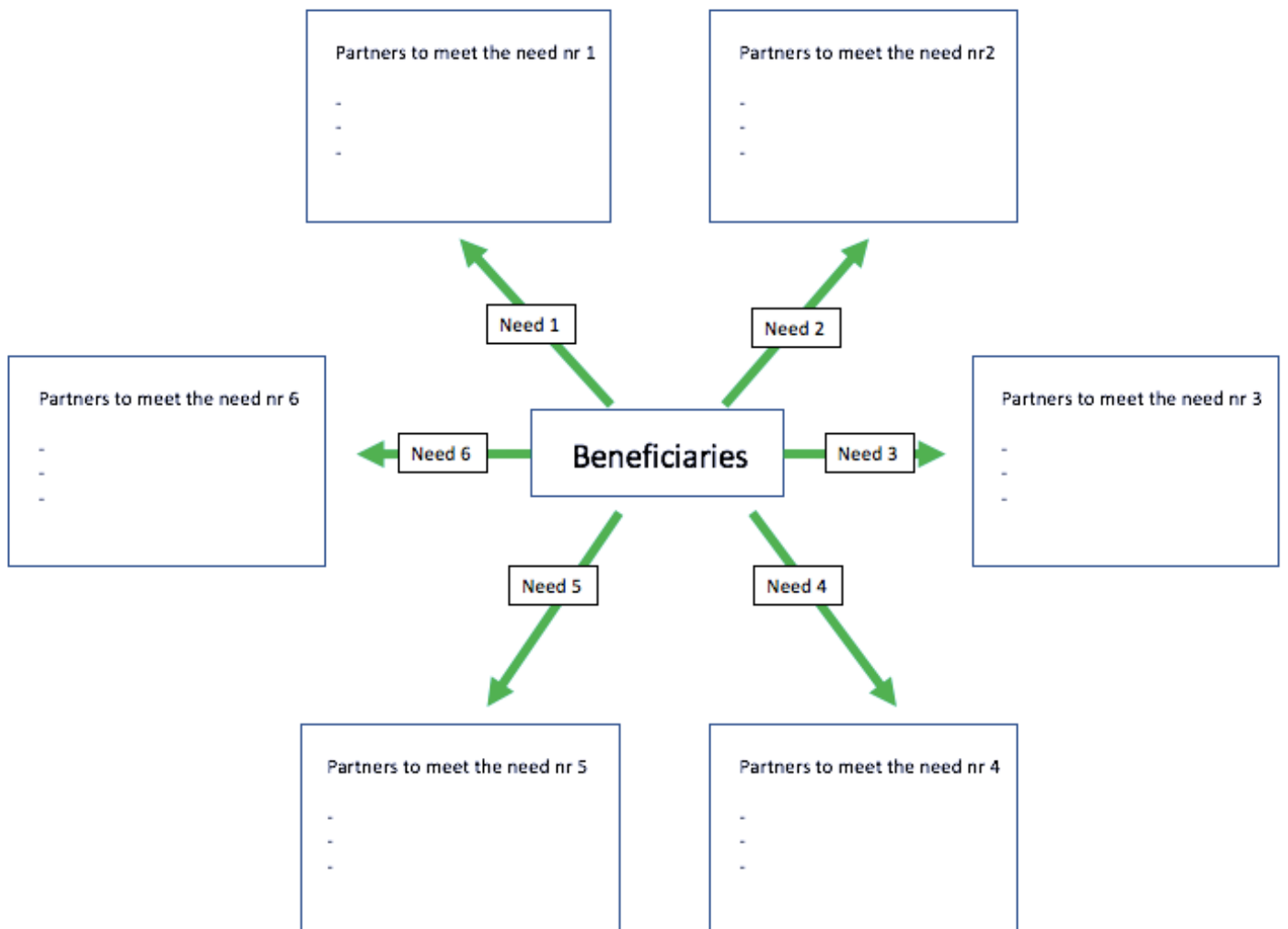
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**Repeat these questions for each need**

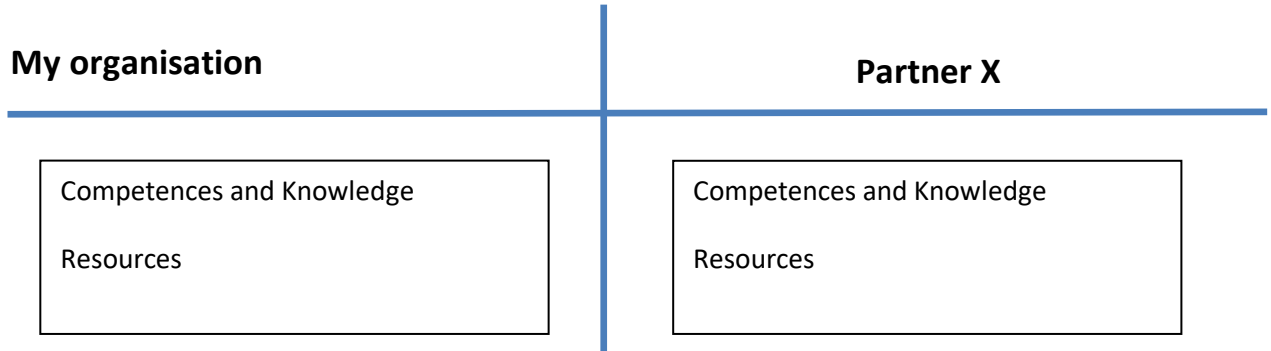
### **STEP 3- TARGET RELEVANT AND COMPLEMENTARY PARTNERS**

*Based on the different needs identified on the Step 1, the organisation is invited to make a mapping of the partners that the organisation wants to involve in the process.*

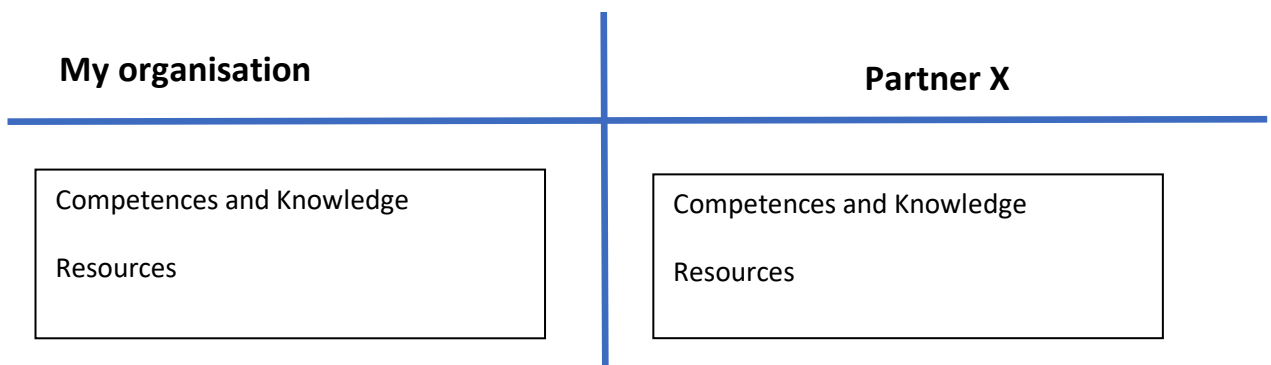


Once all these partners have been identified, the organisation needs to evaluate the level of complementarity between its own organisation and the other partners.

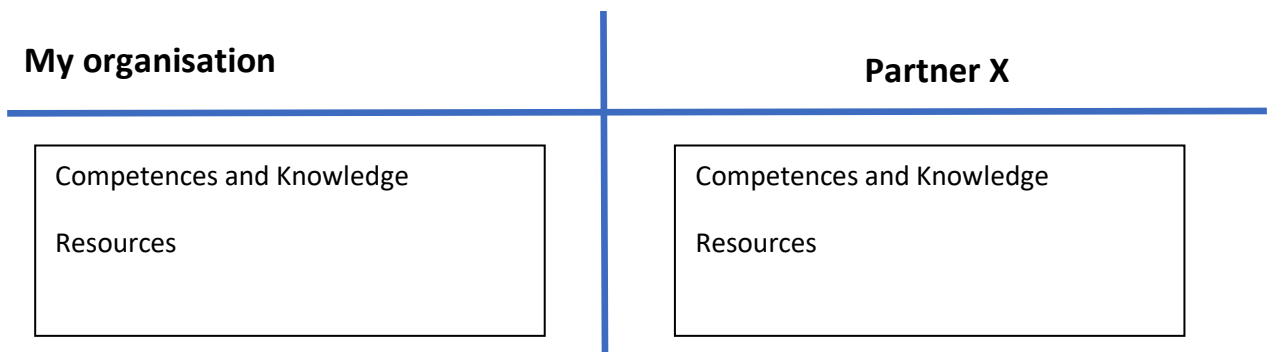
### NEED N°1



### NEED N°2



### NEED N°3



Repeat for each need

## **STEP 4 –MAINTAIN AND INSTITUZIONALIZE REGULAR AND ESSENTIAL RELATIONS WITH PARTNERS**

- 1) Who are the most essential partners to us?
  - ...
  - ...
  - ...
  
- 2) How can I establish a working relationship with them?
  - I spontaneously introduce myself
  - I get the contact details of potential partners from another partner that I already know
  - \_\_\_\_\_(more)
  
- 3) How can I formalise the relationship of collaboration?
  - Contract
  - Partnership Agreement
  - \_\_\_\_\_(more)
  
- 4) How can I maintain a strong partnership in the long run?
  - I plan regular meetings with my partners.
  - I keep them updated about my activities via calls, mail, etc... .
  - I enable a reporting system to share file, news, relevant information (google drive, community platform, private website etc...)
  - \_\_\_\_\_(more)
  
- 5) How can I assess the effectiveness of the partnership?
  - The elapsed time since the last meeting
  - The elapsed time since the last call, mail, contact etc...
  - The response time of the partnership to issues encountered by a partner dealing with beneficiaries specific needs.
  - The quality and quantity of activities and products realised by each partner within the framework of the partnership
  - \_\_\_\_\_(more)

