



## Workshop Session: “Cultivating Effective Industry Partnerships for Long-Term Sustainability”: Partnership Planning Grid

### Step One: Identify your Goal-Aligned Needs

List your center’s or project’s primary goals and then brainstorm what type of support you need or could elicit from potential or existing industry partners to accomplish those goals.

<b>Goal</b>	<b>Potential Partner Support</b>
<i>(i.e.) Increase awareness about career opportunities in the field with high school students</i>	<i>Input and validation for career awareness tools (i.e. flyers, videos); hosting student tours of workplace; participating in student internship program, etc.</i>

## Step Two: Identify Potential Partners

Who is influential in your industry that you are not currently connected with? How could you leverage existing relationships to expand your partner base?

<b>WHO: To Partner With?</b>	<b>HOW: To Connect?</b>	<b>WHAT: To Do Next</b>
<i>(i.e. Joe White @ XYZ)</i>	<i>(i.e. Current partner Deb Smith serves on Community Board with Joe)</i>	<i>(i.e. Call Deb, ask her to deliver material about Center to Joe and invite to next leadership meeting)</i>

## Step Three: Partner Recognition

Partners need to see the value they receive for becoming your partner. Brainstorm some ways that you can recognize partners in an ongoing manner.

<b>Partner Recognition Ideas</b>
<i>(i.e. quarterly awards, featured "partner profile" on the website, articles in newsletter, invitation to serve on industry conference panels, etc.)</i>