

Identifying Promising Partners

Partnerships are most effective when they have brought together the best set of partner organizations and people. For that reason, it is important to identify what types of partner organizations would best complement one another to address the challenges at hand.

Directions: Check where your potential candidates have the necessary criteria for partnering below. If you can't check the criteria below, what data do you still need that could be helpful in your decision-making process?

Criteria for Identification of Potential Partner	Notes on Potential Partner (e.g., areas of strength and concern, additional research)
Partner Motivation	
The motivation for this partner to join us is clear and positive	
 They speak to a commonly understood purpose & outcome 	
Partner Expertise	
Partnership member's expertise does not significantly overlap with other	
members' areas of proficiency	
Willingness to Collaborate	
• This partner articulates the willingness to collaborate and share control while	
working toward the mutual benefit of all partners.	
• They have demonstrated the behaviors of true collaboration active listening,	
open and transparent sharing of information and engaging in genuine	
respectful dialogue in meetings leading to partnering	
Capacity to enable partnering (i.e., partner has sufficient IT infrastructure)	
Background/Reference Check	
Partner has good record	
• Annual report, website, fact-finding indicate organization is fiscally sound	
and has a good reputation in the community	
Senior Management Support	
Partnership is supported by the organization's leadership	
• Leadership avails partnership of supports such as staff time, technology,	
meeting space, etc.	

SPRC Substance Abuse and Suicide Prevention Collaboration Continuum Suicide Prevention Resource Center – 2013

Adapted from the Capacity Project Toolkit. Partnership Building: Practical Tools to Help You Create, Strengthen, Assess and Manage Your Partnership or Alliance More Productively by Wilma Gormley and Laura Guyer-Miller, L., 2007. Retrieved from http://www.who.int/workforcealliance/knowledge/toolkit/35.pdf. Adapted with permission.