



Strategic Collaboration Continuum

Networking	Cooperation	Coordination	Coalition	Alliance	Integration
<ul style="list-style-type: none"> Share ideas Exchange information Informal communications 	<ul style="list-style-type: none"> Reach agreement on joint goal or activity Share responsibility & decision-making Communicate as needed 	<ul style="list-style-type: none"> Reach agreement on joint need Formalize needs & responsibilities Share risks and rewards Communicate as a joint effort 	<ul style="list-style-type: none"> Agree upon shared means to achieve goal Cultivate vision for success as group Create formal leadership Develop plan of action Share resources 	<ul style="list-style-type: none"> Form a legal partnership with a fiscal lead Used for joint advocacy/programs or shared services Determine clear accountability Share resource(s) formally 	<ul style="list-style-type: none"> Form a new legal structure, including joint venture, parent-sub subsidiary or merger Develop new policies and procedures to ensure mission impact and financial sustainability Create new leadership structures Communicate new brand & vision
COMMON FOCUS	COMMON GROUND	COMMON PROJECT	<i>Possible Collective Impact Initiatives</i>		COMMON BUSINESS MODEL
Example: Two nonprofit leaders met for lunch on occasion and share notes on programs, community or new thinking.	Example: Two social sector leaders – one in nonprofit and another in government – agree to refer clients to each other and share data on success.	Example: Three arts organizations – all with events celebrating XYZ Month – work together on joint marketing and communications.	Example: Many social sector leaders come together to push common agenda and have an agreed-upon action plan.	Example: Two nonprofit leaders who have a long-term relationship decide to share staff member or co-locate at facility.	Example: Two or more nonprofits legally merge into a single organization.
Forms Of Collaboration				Strategic Restructuring	



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Final Thoughts

Collaboration Commandments

- Thou shalt not use the name “collaboration” in vain
- Thou shalt add value individually and collectively
- Honor thy competition
- Seek first to understand, then to be understood

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The Collaboration Spectrum: How to enter into community partnerships while maintaining organizational identity

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Level of Partnerships	Current	Future
Networking		
Cooperation		
Coordination		
Coalition		
Alliance		
Integration		