
Foundations for Civic Leadership Series

Session 3: Identifying Strategic Local Partners



**DEMOCRACY
RESOURCE HUB**

Agenda

1. **Welcome & Recap of Sessions 2**
2. **How NOT to Build Partnerships**
3. **Deciding Where to Focus Relationship Building**
4. **Mapping Tool**
5. **Practice Exercise**
6. **Debrief, Synthesis, & Reflection**

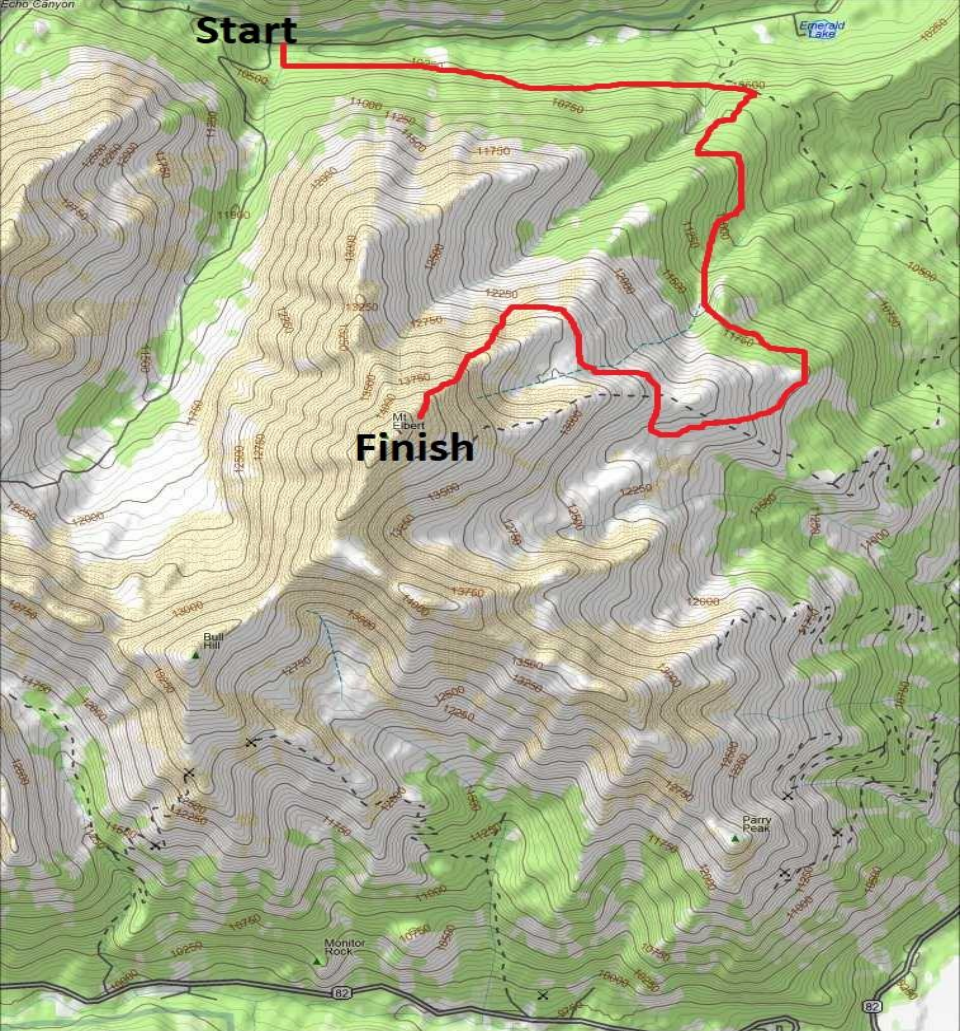


**DEMOCRACY
RESOURCE HUB**

One-to-One Relational Meetings

Goals of 1-1 Conversations:

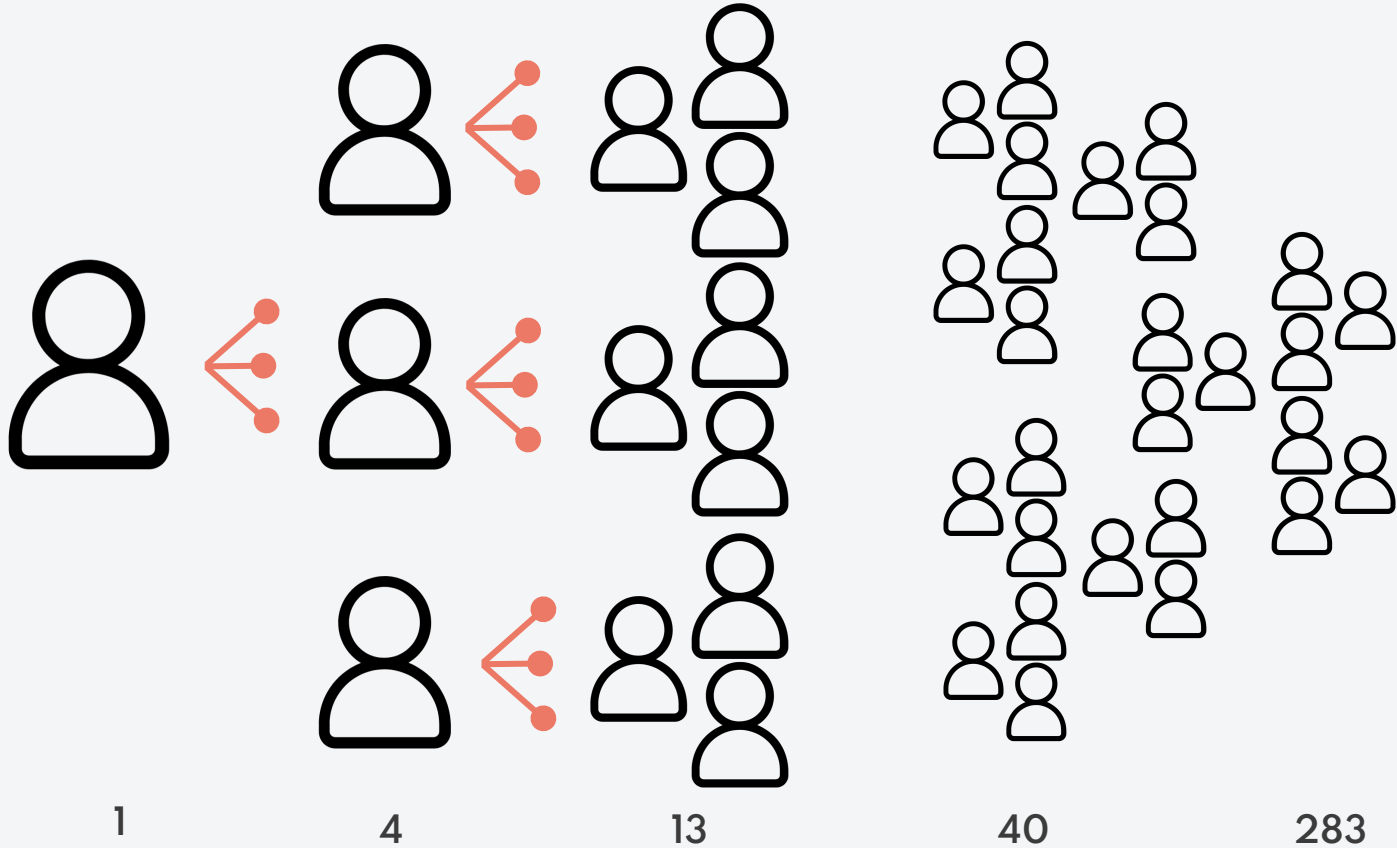
- Developing a PUBLIC RELATIONSHIP
 - Goal-oriented for working together, not just being pals
- Identifying or clarifying others' SELF-INTERESTS
 - Deeper motivations for why we do what we do, beyond the everyday
 - ...by spending 70% of the time LISTENING, asking courageous questions
- Making an ASK when we find alignment
 - Something that moves you toward working together, but not too big
- Discovering CONNECTIONS to others we should be building with
 - Asking for introductions or contact info so we can have more 1-1s



So you want to understand your community's landscape?

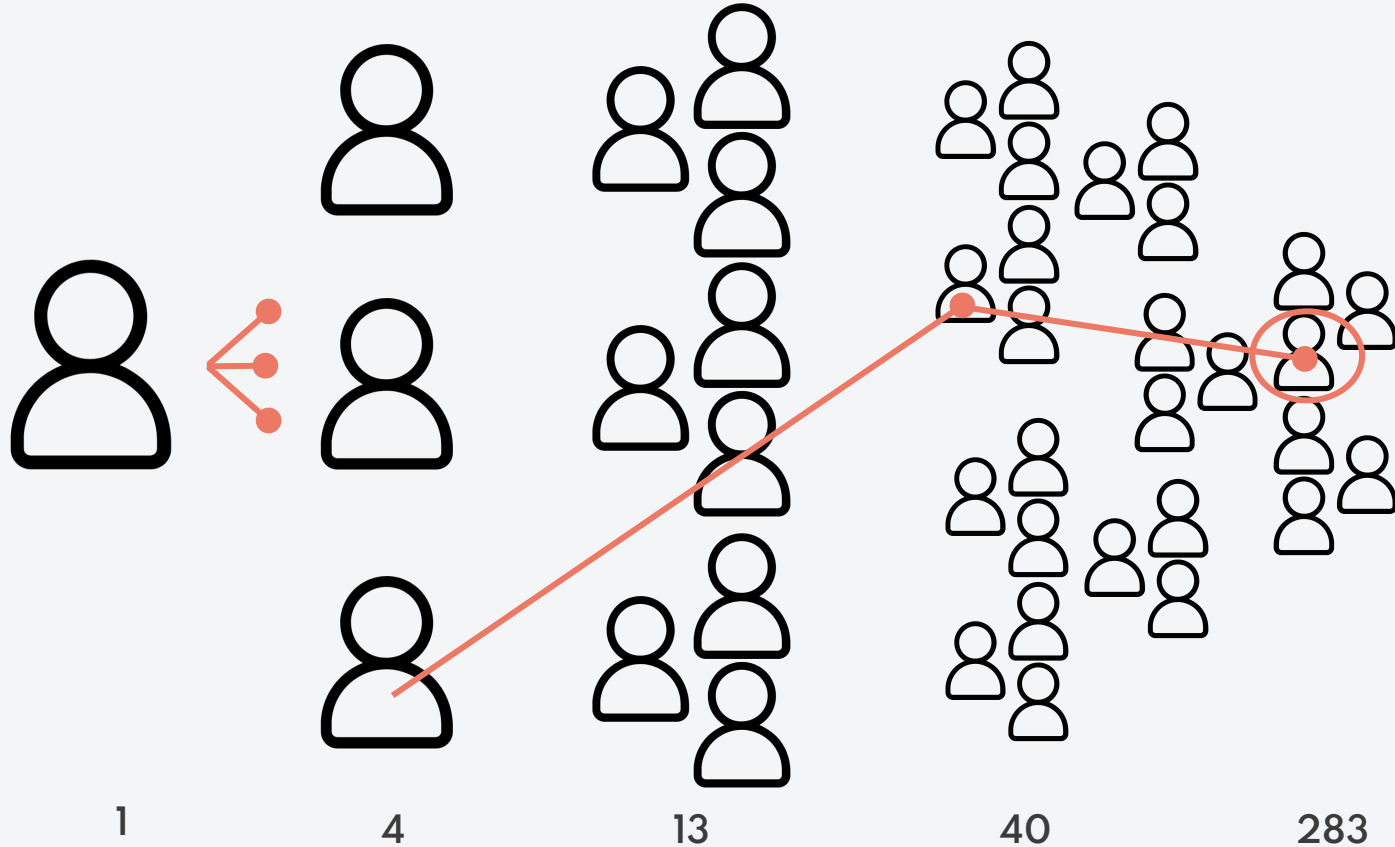
Build your map through 1-1 conversations.

Listening Campaigns



Listening Campaigns

Make Relationships Your Superpower



How NOT to Build Relationships

In your 1-1s, DON'T...

- Seek to “pitch” your efforts - we aren't in sales
- Approach conversations with a “recruitment” stance
- Presume to educate leaders about their own work or community
- Ask for big commitments of their time, resources, or relational capital

Instead, DO...

- Adopt a stance of partnership - “neighbors helping neighbors”
- Seek their insights about the community, key leaders, local history & dynamics
- Ask about their challenges & strengths, get them to tell stories (self-interest!)
- Make small asks - an introduction, a 2nd meeting later, an invitation to an event

Humility & Curiosity go a LONG way

Where Should We Focus?

Look for “Community Centers of Power” - orgs & spaces that demonstrate...

Accountability

- Responsive to the people they claim to represent
- Part of the community fabric - not serving “from above or below”
- Reflective of the full diversity of the community

Belonging

- Anyone can take part & feel like they are welcome
- Everyone can access all parts of the work / space
- Central to the community fabric / life

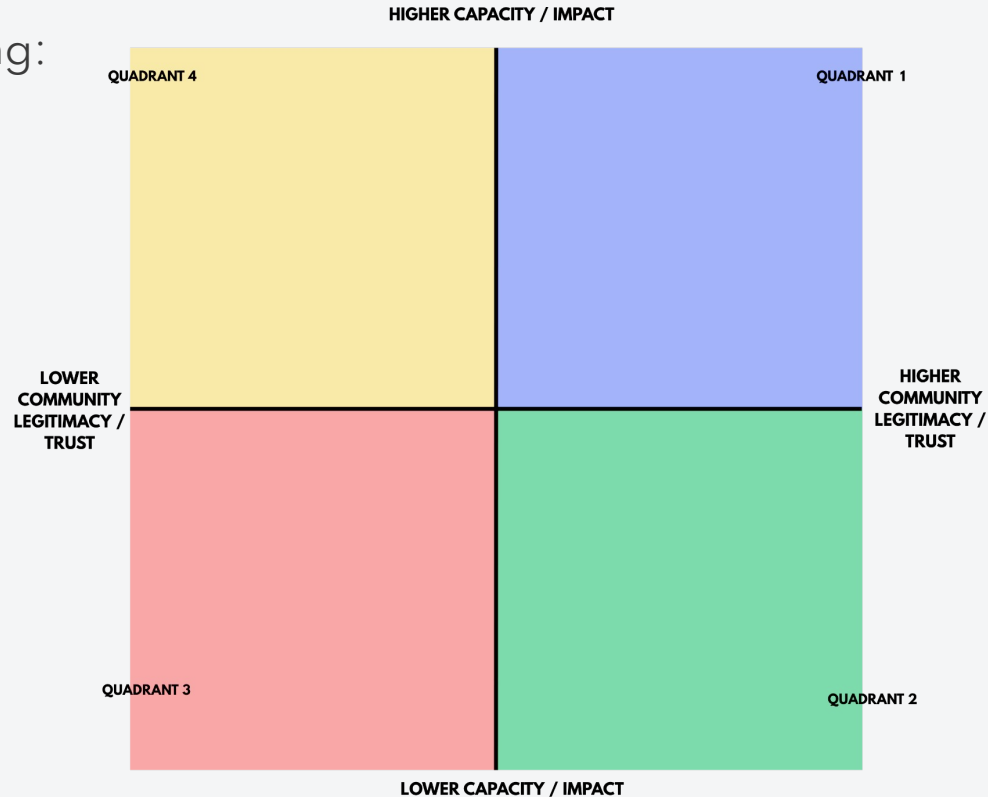
Co-Creation

- People help make things together & retain the value of what’s made
 - Anyone can help set the agenda or participate in leadership
 - Adaptive to new participants, challenges, and opportunities
-

Prioritizing Potential Partners

Choose a quadrant based on the following:

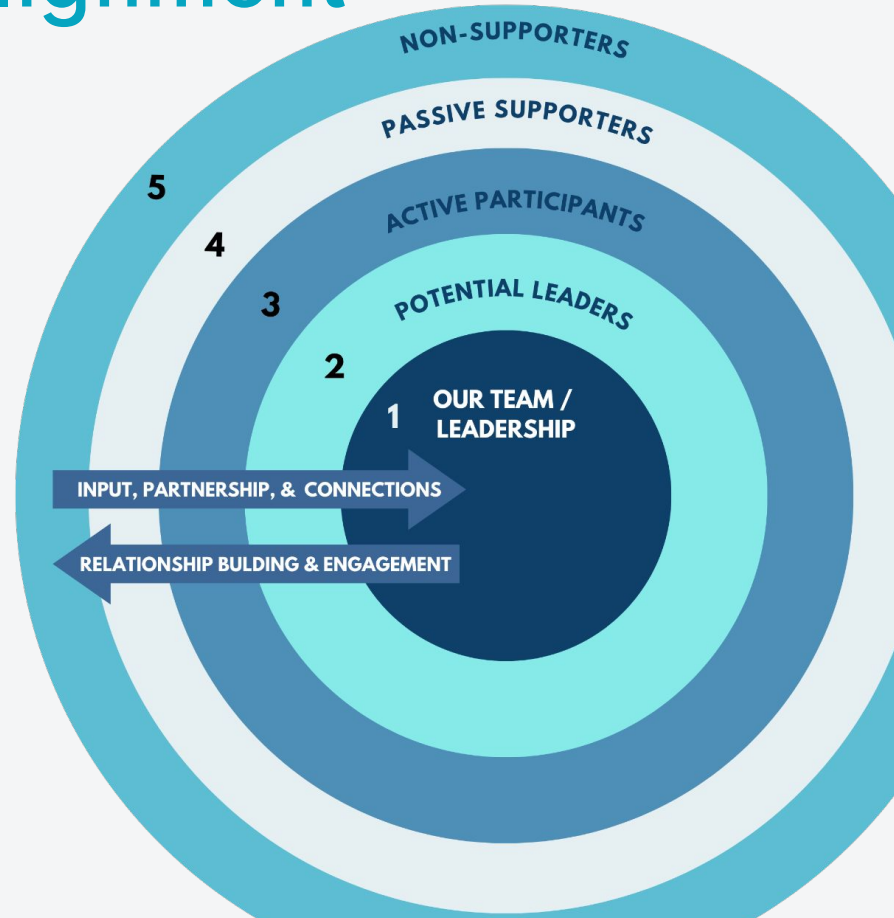
- How much trust or legitimacy does the org or partner already have?
- How much of an impact does their work have?
- How much capacity do they have to do their work (and/or new work)?



Assessing Alignment

Choose a “ring” based on how well they align with our values & self-interests:

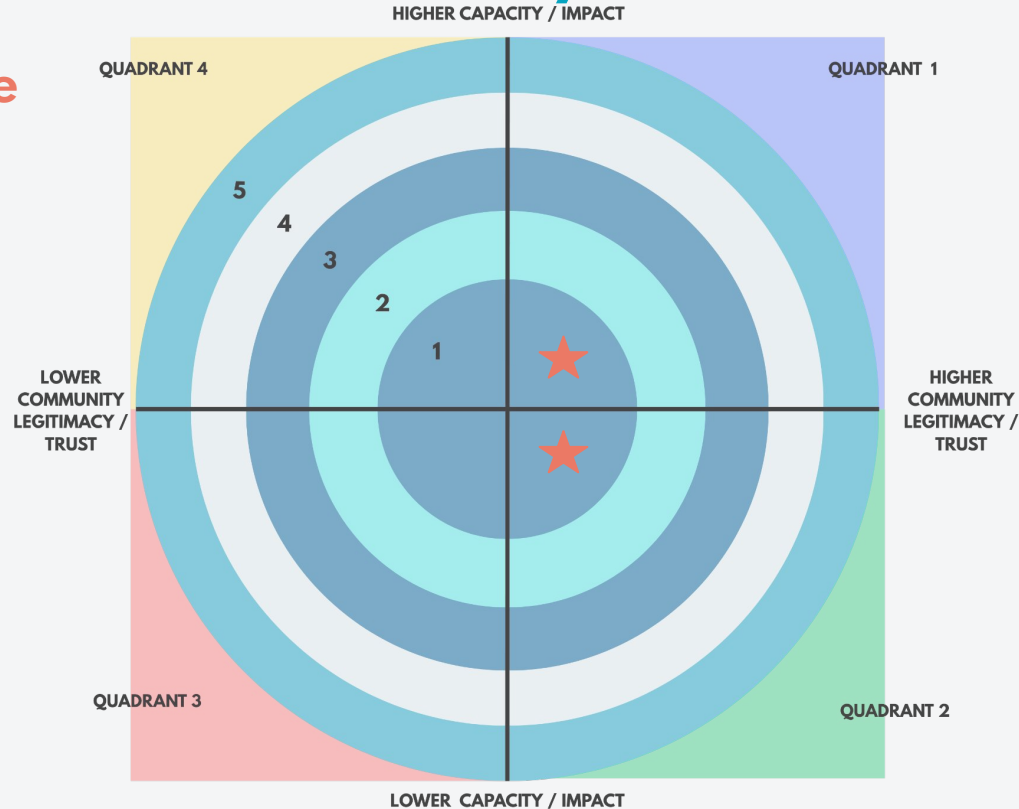
- 1. Core Leaders:** take responsibility for leading and guiding the organization, its work, and its people.
- 2. Very Aligned / Potential Leaders:** people who are active participants and also take on some leadership tasks, but would not (yet?) participate as full leaders.
- 3. Somewhat Aligned / Active Participants:** people who participate reliably in specific projects, activities, and/or events when asked, but would not (yet?) participate in leadership.
- 4. Mixed Alignment / Passive supporters:** people who claim to support the organization and its work, but cannot or would not (yet?) participate reliably.
- 5. Unaligned / Non-Supporters:** people who do not (yet?) support the organization and its work.



Mapping Your Community

Combine the tools and prioritize partners accordingly

- Choose the quadrant first
- Then plot them based on the “rings”
- Prioritize your outreach and engagement based on the map



Breakout Sessions



**DEMOCRACY
RESOURCE HUB**

Try It Out:

1. Introduce Yourself
2. Identify Partners & Placements
3. Ask yourself who you know who knows them
4. Make a plan to connect for 1-1s



[Community Name]

Quadrant 1 Partners

-

Quadrant 2 Partners

-

Quadrant 4 Partners

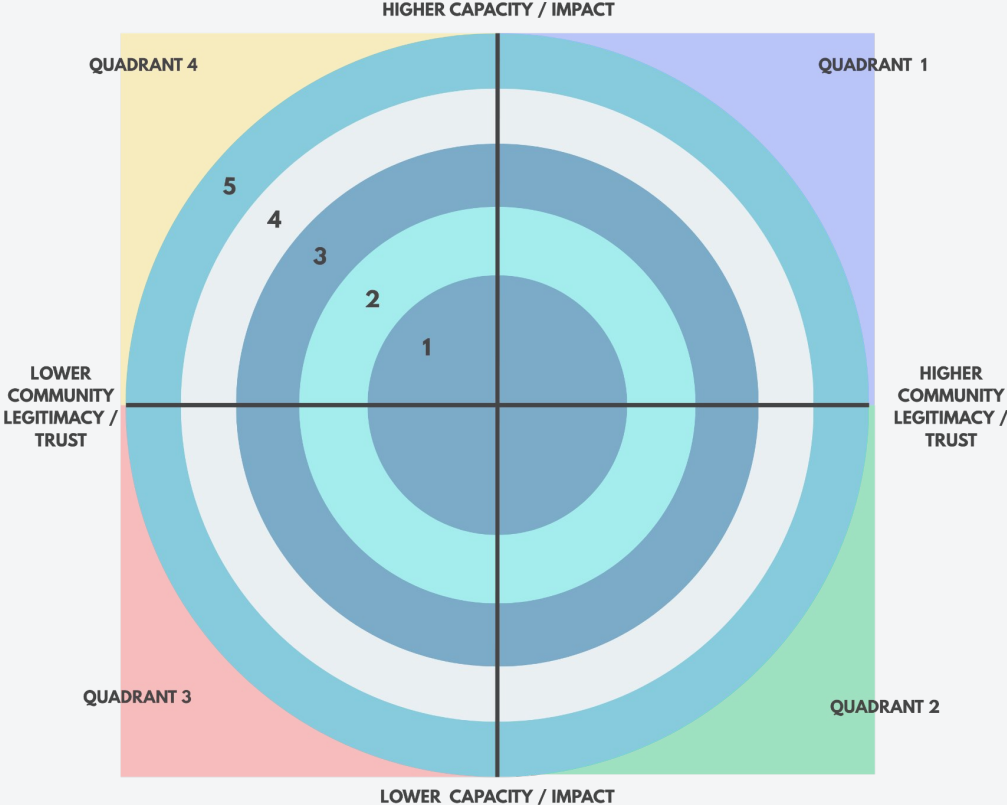
-

Ring 1 Partners

-

Ring 2 Partners

-



Debrief, Synthesis & Reflection



**DEMOCRACY
RESOURCE HUB**

Join Future Coaching Sessions

- March 11th, 12pm PT / 3pm ET
 - Register at bit.ly/DRHcoach1
- April 22nd, 12pm PT / 3pm ET
 - Register at bit.ly/DRHcoach2



**DEMOCRACY
RESOURCE HUB**
