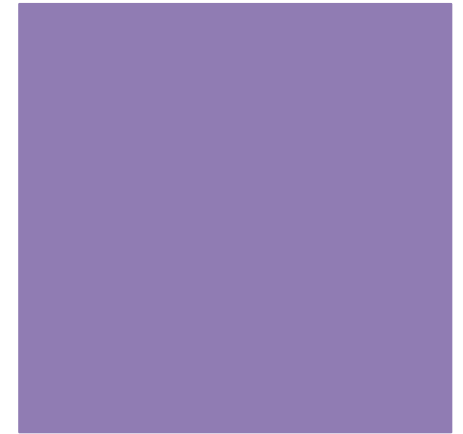




Collaboration

Topic 2.7: How will you find the right partners?



How will you find the right partners?

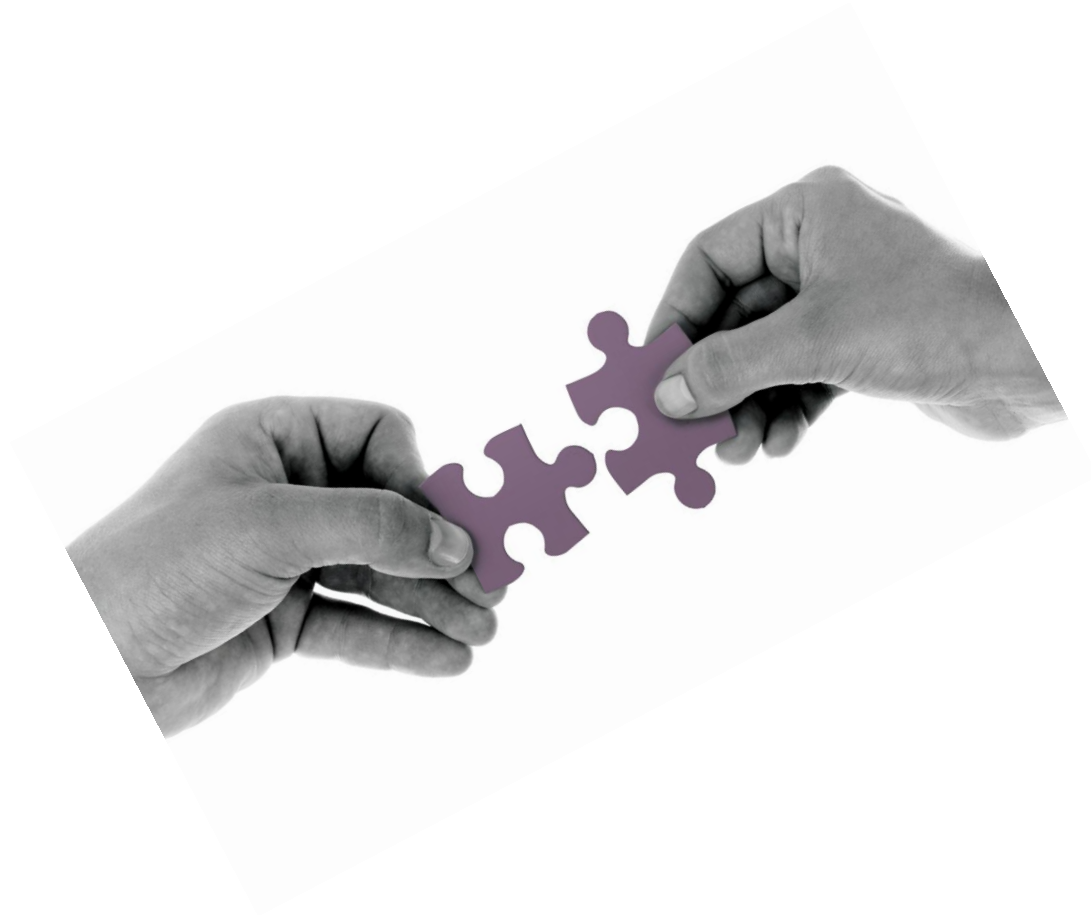
To find the right group of people to collaborate with externally, you need to know before exactly what you want and what you are prepared to give in return.

Aims:

- To who why is important to collaborate externally and how to choose your partner/partners

Learning Outcomes:

- The learner should know how to choose the right partner
- The learner should be able to identify potential issues and risks for their organisation
- The learner should be able to identify factors that may help their organisation collaborate externally.

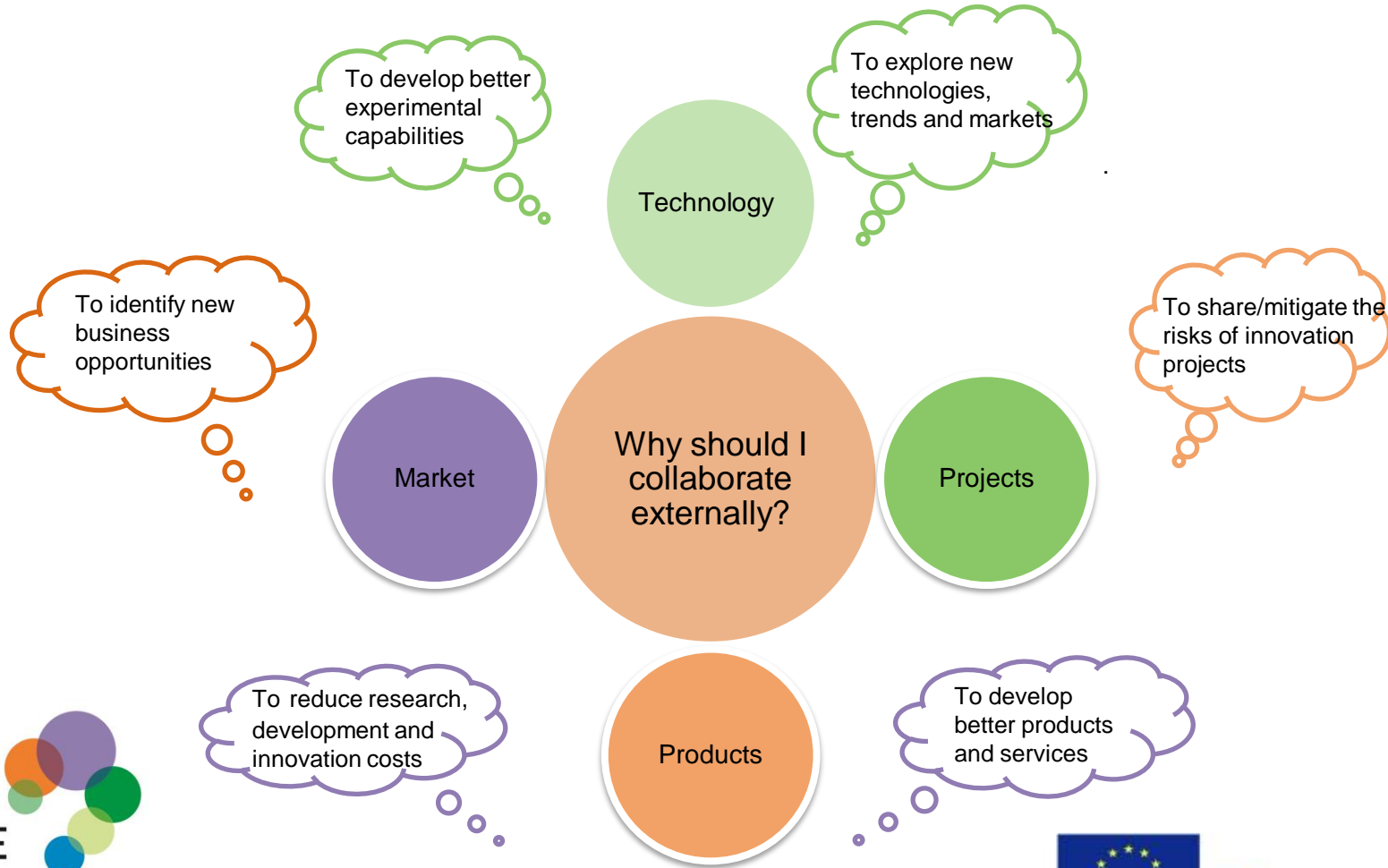


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Why should I collaborate externally?

Here are some reasons that other SMEs gave for deciding the external collaboration and might give you some ideas:





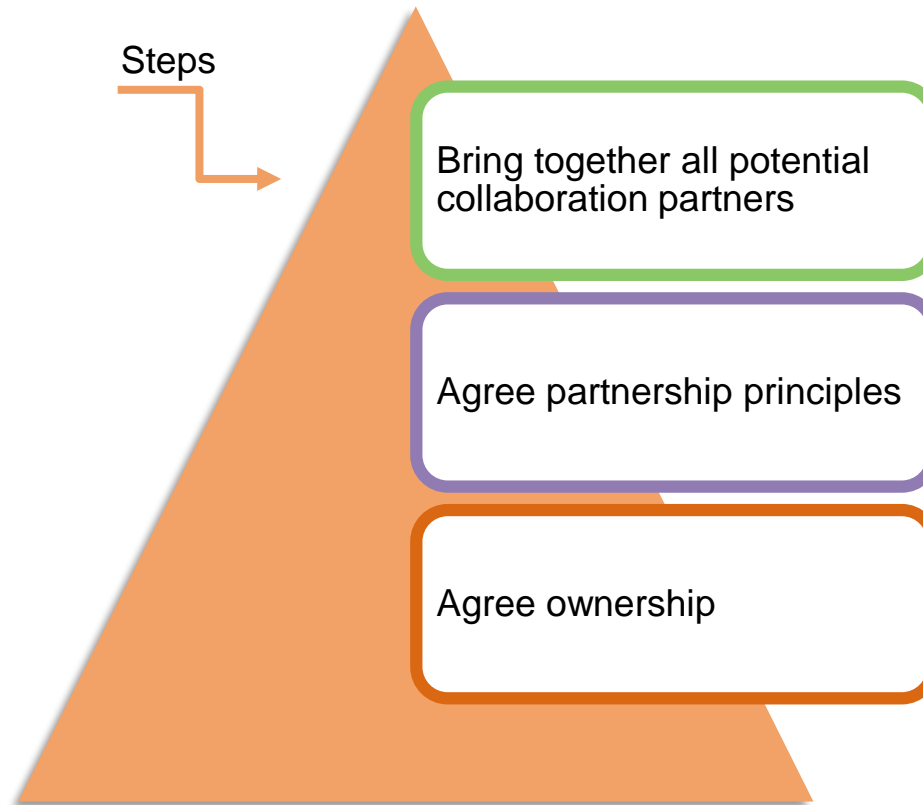
How do I choose the right partners?

- ➔ Sometimes finding the partner is the easy part
- ➔ There may be a person or organization that seems to be a great fit
- ➔ Perhaps they have the expertise, skills or intellectual property you require



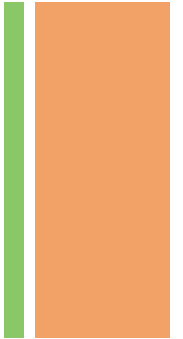
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+ How do I choose the right partners?





How do I choose the right partners?



1st Step

- Bring together all potential collaboration partners

Consider

- Local governments
- National governments
- Social partners
- Entrepreneurs
- Businesses
- NGOs
- Education sector
- Scientific sector
- Representatives of society

Don't forget that Partners can be

- cooperating
- competing
- ignoring
- resistant to large scale change
- prefer short term or long term solutions



How do I choose the right partners?



2nd Step

- Agree partnership principle

Consider

- Equal rights or partnership agreement

Don't forget that

- Funding of entrepreneurial or NGO activities.
- Separate strategic and single decisions to avoid conflicts of interest.

+ How do I choose the right partners?

3rd Step

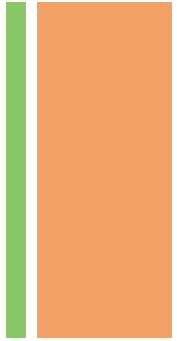
- Agree ownership

Consider

- Partners must agree on a common strategy based on shared (unanimously accepted) analysis.

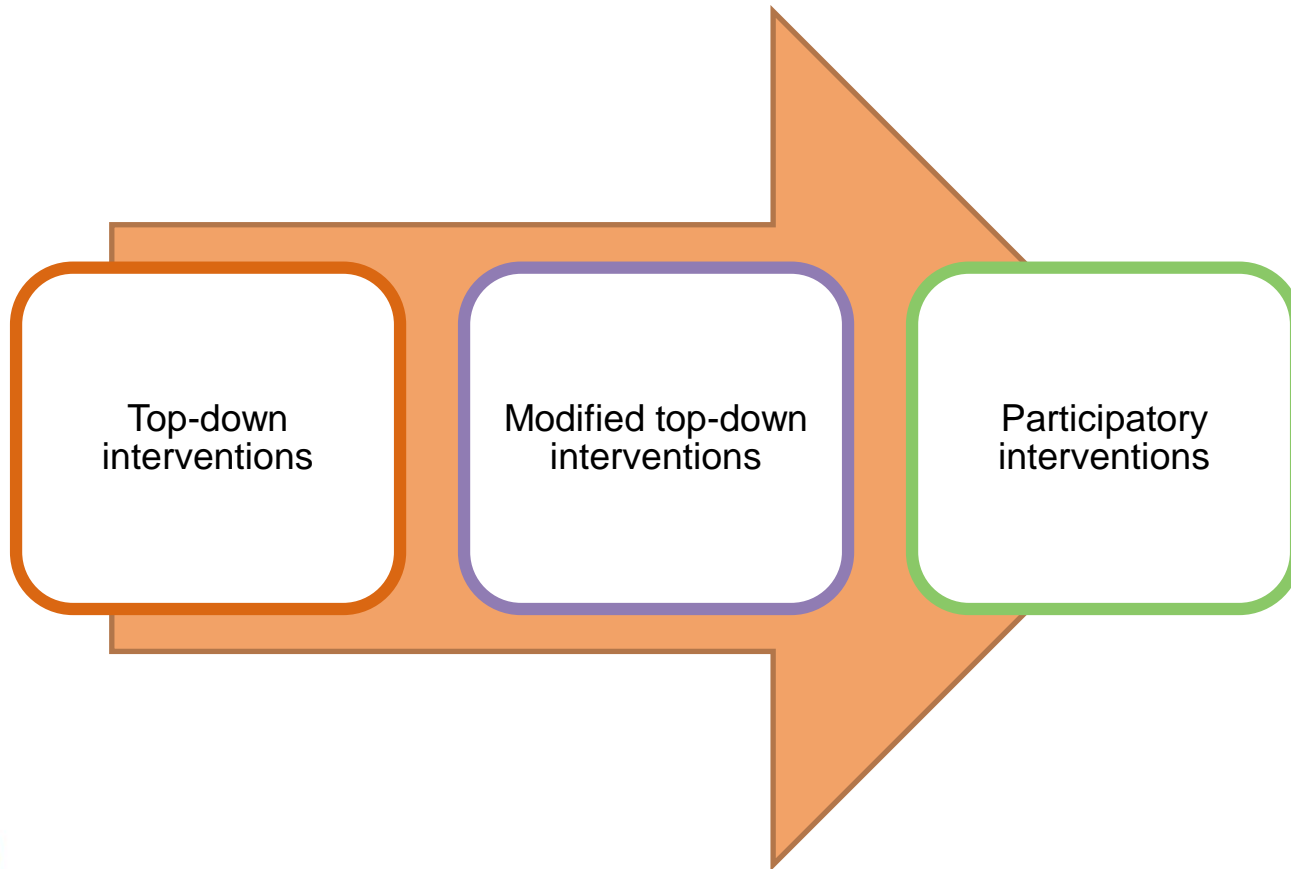
Don't forget that

- Build consensus and accept that some issues might constitute a problem for one group but not be considered as a problem by others.

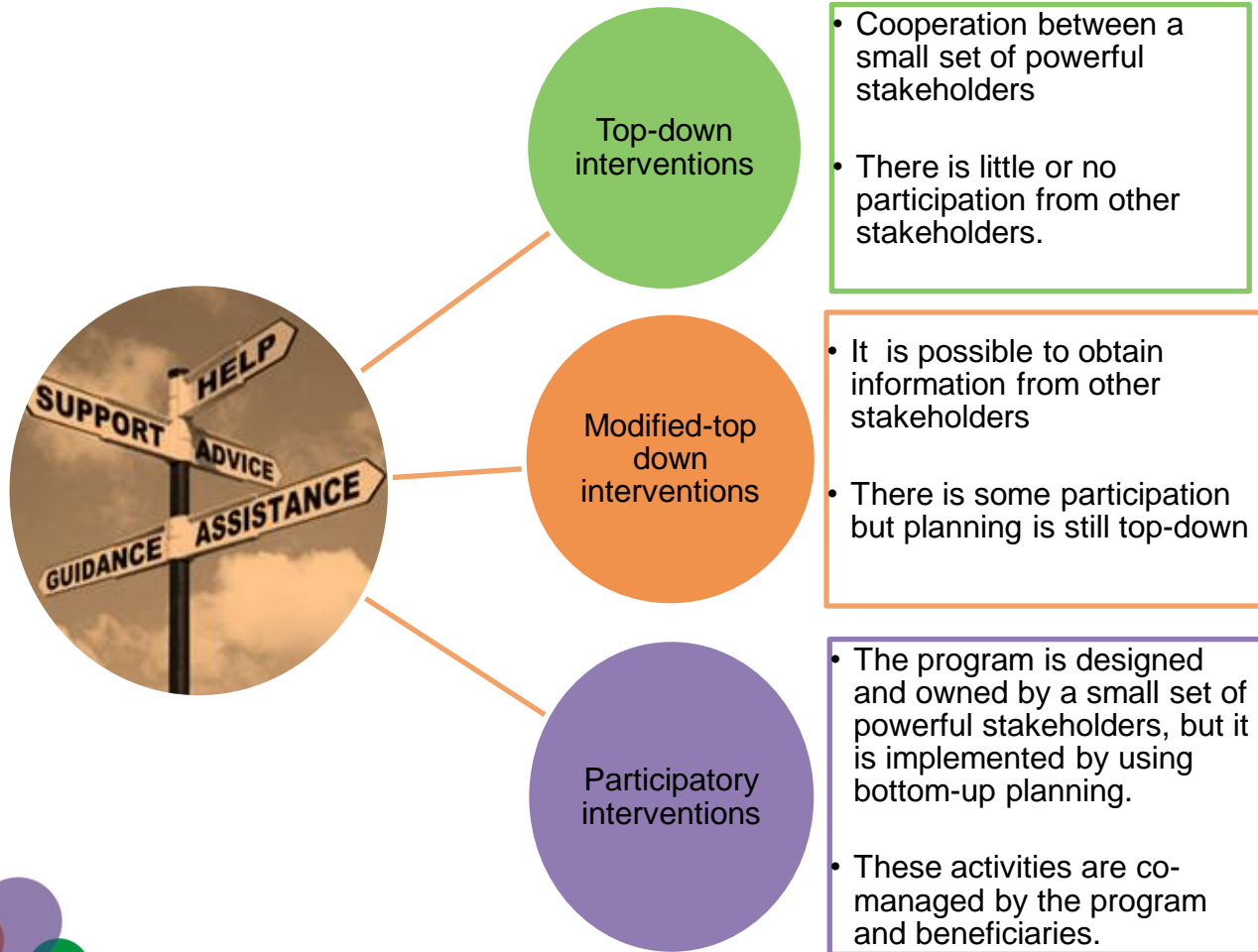


+ How do I choose the right partners?

At the end of selecting process, you may create one of the following groups:



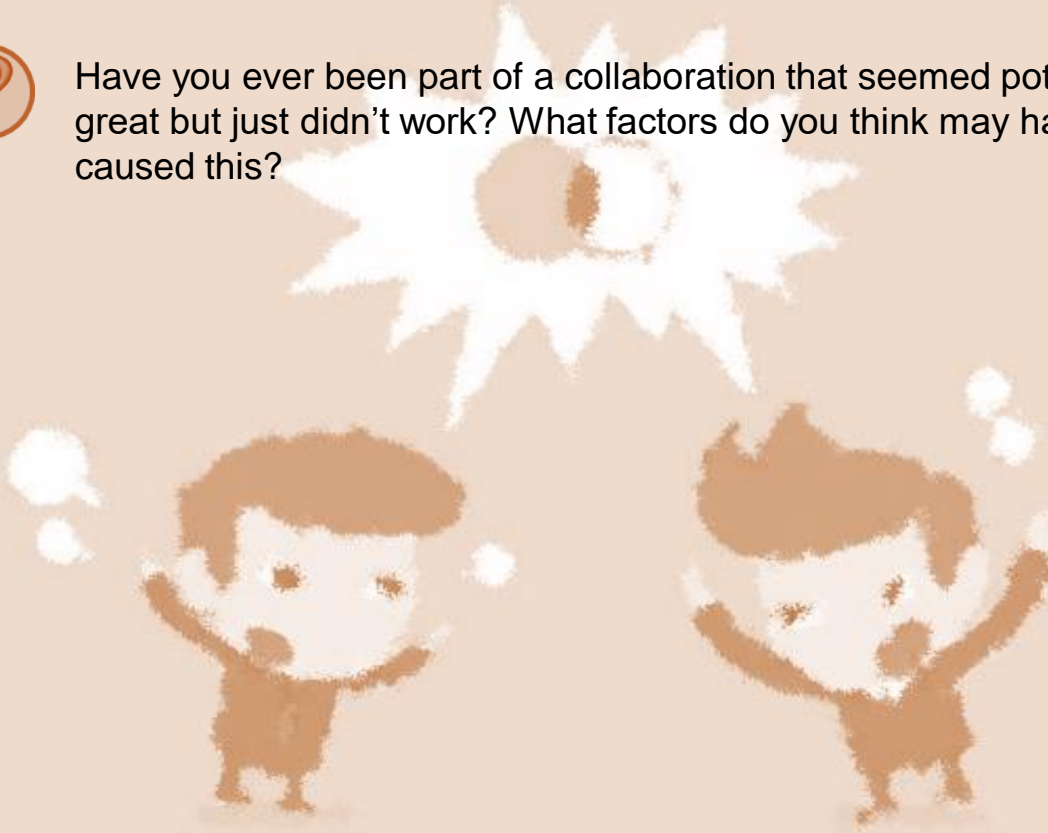
+ How do I choose the right partners?



+ How do I choose the right partners?



Have you ever been part of a collaboration that seemed potentially great but just didn't work? What factors do you think may have caused this?



+ How do I choose the right partners?



Reasons for collaborations' failure:



+ Learning Aids

- Eisner, M. D. and , Cohen, A. R. (2012) *Working Together: Why Great Partnerships Succeed*. New York: HarperCollins Publishers
- Lahle Wolfe, 2018, “The Process of Choosing a Business Partner ”, Available at:
<https://www.thebalancecareers.com/choose-the-perfect-business-partner-3515781>

Topic Review

This section explains the importance of choosing the external collaboration and make some suggestions on how you can find the right group of people to collaborate with. The unit suggests the creation of some groups as Top-down interventions, Modified top-down interventions and Participatory interventions and propose some reasons for failing business collaborations.