

Steps for Analyzing a Partner

1. Introduction of the partner. (assigned)
2. If they are an existing partner, complete Leveraging Strategic Allies worksheet and discuss strengths and weaknesses of the partnership and steps to strengthen it. If there is consensus that they are not a valuable partner, discuss next steps.
3. If they are a new partner, facilitate discussion of where they would be placed on the matrix and offer advice on how much time/resources to invest in developing the partnership.