Session #12 Overview – Strategic Alliances Part 1

May 10, 2019 | 9:00am – 12:00 noon | Allie Chang Ray

STRATEGIC ALLIANCES: Part 1 of Two Sessions
A nonprofit organization will experience a variety of stages during its lifetime. This session will help participants: 1) understand how the spectrum of collaboration can help agencies stay relevant regardless of its age or lifecycle stage; and 2) identify opportune times to consider strategic alliance options and how to begin the exploration process. The presenter will illustrate key concepts in part by using multiple tables with lifecycle stages, organizational capacity, characteristics and strengths and challenges with agency examples.

Special Instructions: Bring a wi-fi enabled device to the training session.

Target Audience: Board members and executive directors.

Learning Objectives for Participants:
- Gain insight about nonprofit developmental stages and the current lifecycle stage of their agency.
- Advance learning about nonprofit cooperation, coordination, partnership, collaboration and consolidation.
- Increase access to resources that can support strategic alliance exploration.

Key Concepts:
- Nonprofit lifecycle theory informed by Paul Connolly and Susan Kenny Stevens
- Partnership continuum model informed by Karen Ray and Michael Winer
- Partnership matrix informed by David La Piana

Group Exercises: Apply concepts introduced through presentation polling and hypothetical scenarios

Racial Equity Lens Application: Asset mapping highlights potential blind spots when approaching strategic alliances with a racial equity lens.

Major Take-Aways by Participants: 1) New models; partnership matrix; continuum of strategic alliances; approaches to partnering; 2) Consider an agency's stage of lifecycle in developing strategic alliance; 3) Be open to starting with conversation; success is simply exploration; collaboration takes time; 4) Driving forces; consider strategic alliance as opportunity for growth; and 5) Document cooperation/collaboration efforts; importance of theories of change on funding.

Key Concepts in Common with Other Sessions:
Session #13: Strategic Alliances, Part 2; and #14: Envisioning/Driving Direction.

To Learn More:
Connolly, Paul (2006). *Navigating the Nonprofit Lifecycle: A Capacity-Building Guide for Nonprofit Leaders.*
http://www.lapiana.org/insights-for-the-sector/insights/collaboration-and-strategic-restructuring/partnership-matrix
Stevens, Susan Kenny (2002). *Nonprofit Lifecycles: Stage-Based Wisdom for Nonprofit Capacity.*
Winer, Michael and Karen Ray (1994). *Collaboration Handbook: Creating, Sustaining, and Enjoying the Journey.*

About the Presenter:
Allie Chang Ray is principal of Mutare Network, LLC, a consulting practice that provides guidance and support to grant-makers, nonprofit service providers and associations. By focusing on key capacity areas, including strategic planning, data collection and reporting, board governance, fund development, and advocacy, she helps to increase organizational effectiveness by working closely with leadership and other stakeholders. Ms. Ray is also an adjunct instructor at the Brown School of Social Work.

Commented [RA1]: I'm working on the development of these two courses right now and should have them accepted or rejected by April of next year.