

# POWERFUL PARTNERSHIPS



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# BUILDING, DEVELOPING STRONG COMMUNITY PARTNERSHIPS

## FOCUS ON THE CUSTOMER AND THE MARKET

- ✓ *Who is our customer?*
- ✓ *What would our customers say about us?*

## ESTABLISH CREDITABILITY & TRUST WITH CUSTOMERS/CLIENTS

## DELIVER ON COMMITMENTS

## ACTIVELY LISTEN TO OUR CUSTOMERS

## RESPOND WITH CREATIVE SOLUTIONS/IDEAS

## KEEP OUR CUSTOMERS INFORMED/FOLLOW THROUGH/ TIME



# DERAILERS FOR DEVELOPING STRONG PARTNERSHIPS

**\*DERAILERS ARE BEHAVIORS THAT GET IN THE WAY OF YOUR PROGRESS\***

- ✓ *Thinking that you already know what the customer /client needs are*
- ✓ *Being defensive about a customer's feedback*
- ✓ *Not doing your homework on organization, market or partners*

# EMPOWER, IMPACT AND INFLUENCE COMMUNITY PARTNERS

- ✓ *Seek to understand and appreciate the perspective of business partners who have different styles, background and experiences*
- ✓ *In person meeting is important/ one point of contact*
- ✓ *Tailor communications to the audience's level of understanding/interests...**know your audience!***
- ✓ *Anticipate /prepare for questions or concerns that others may have. Bring examples*
- ✓ *Engage community stakeholders to invest in educational programs that support their business needs*

# DERAILERS FOR IMPACTING AND INFLUENCING OTHERS

- ✓ *Being too much of an expert on a topic or not understanding why others do not understand...NOT listening to others*
- ✓ *Using Acronyms*
- ✓ *Impatient with others who may not offer support right away*
- ✓ *Not being curious or accepting of others' motives/values*
- ✓ *Not adapting our message correctly to appeal to others*

# BUSINESS ACRONYMS

- ✓ *Customer Service Score/Survey – This is an overall service performance measurement on how well a business is performing in customer service*
- ✓ *Stakeholder - A person – customers, employees with interest in our business*
- ✓ *P &L – Profit and Loss – Financial statement showing a company's net profit or loss in a given period*
- ✓ *Branding – The promotion of a particular product or company by advertising and distinctive design*

# BUSINESS STATEMENTS

- ✓ *“Here is how we can partner/work together”*
- ✓ *“Your business will reflect the community”*
- ✓ *“Building a customer service base through customer loyalty”*
- ✓ *“No payroll cost”*
- ✓ *Service and people are important to every business*

# WHAT WILL BREAK A PARTNERSHIP

- ✓ *Lack of follow through*
- ✓ *Putting a student in the business that isn't a good fit.*
- ✓ *Not being clear about what organization WAI is ~ not Regional Occupation Program, Department of Rehabilitation or an Adult Service Provider*
- ✓ *Clearly identify who students are and what they wear ~ special shirt, name tag, etc.*