

## Business Partner Profile Checklist

First, you need to ask yourself what is the objective of this Partnership,

- Acquire additional resources, such as staff, space, or equipment
- To be more efficient and avoid duplication or overlap in providing services.
- To be able to serve the same clients or customers more effectively.
- To learn from others or mentor others.
- To form a lobby and attract the support needed.
- To deliver a more comprehensive service that could not be done alone.
- To enable the continuation of a project and ensure its sustainability.
- To meet funding criteria that require collaboration with other stakeholders.
- Or for many other reasons.

Once you identify that you are ready to establish a partnership, you need to carefully consider the type of partnership you would like to have. You should ask some questions such as:

- What tasks need to be performed by the partner?
- Is it a simple task or a long complex process?
- What is the time limit for that partnership? e.g., short-term vs. long-term
- Do we need more than one partner? and why?
- Do we want to start small until we know more about that partner?
- How formal or informal shall this partnership be?
- What level of coordination is required to accomplish the goals of the partnership?

Having a good understanding of the kind of partnership you want and what your goals are, will enable you to identify the kind of partner you need.

So next you need to develop a partner profile. This could include:

- The type of organization. Is it a government organization, NGO, corporate, etc.
- The size of the organization
- The location of the organization
- The type of services it should be able to provide
- The type of experience it should have
- The type of strengths or skills it should have
- The financial stability and other resources it can provide
- Their cultural sensitivity
- In addition to any other desirable characteristics

It might be difficult to find partners, particularly if your organization is new to the community or you are not familiar with what other organizations have to offer. That's why you need to do proper market research to identify the active organizations that might fit your partner profile.

This research should help you:

- Develop an inventory of possible partners
- Identify the potential roles each partner can play
- Identify whether the organization is or has been involved in other successful partnerships or collaborations
- Identify resources needed from your organization (e.g. time, money, skillset, information, etc.)
- Arrange meetings or orientation sessions with potential partners.
- Identify the major pros and cons of partnering with each organization.
- And to consider all your findings and identify two or three organizations that have the highest potential for partnering

It is highly recommended that you are:

- Clear about your objectives and know why you are partnering.
- Build on each partner's strengths.
- Develop trust by being open, transparent, and honest.
- Be clear about each partner's roles and responsibilities.
- And communicate openly and be prepared to resolve differences as they arise.



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