

RESOURCES

Phase III: Stable, but Not Static



Activity 15: Alliances and Partnerships Landscape Analysis

Goals

1. Identify desirable characteristics for potential ally/partner organizations to have
2. Identify potential ally/partner organizations with desirable characteristics

Prerequisites

No specific ITAViP activity; however, having a strategic plan or set of strategic goals will help participants identify program strengths/weaknesses and prioritize next steps.

Who Should Participate?

Program leadership (strategic thinkers), Program management (tactical thinkers)

Length

60 minutes as a group, follow-up work assigned to flesh out analysis

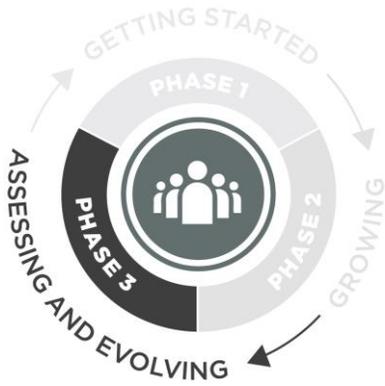
Activity Instructions

Part I: Identifying Desirable Characteristics (complete as a group)

1. Brainstorm a list of characteristics you'd like potential allies or partners to have.
 - a. These can be specific elements your program lacks, things you're doing well but would like more of, or bigger-picture values you'd like to see. Examples include Development resources, Language support, Geographic diversity, etc.
 - b. It can be helpful to set objectives for the number of ideas to be listed and the time to be spent, e.g. "Let's spend 10 minutes coming up with a list of 20 characteristics we'd like our partners to have."
2. All together, sort the brainstormed ideas into high-level groupings.
 - o For example, high level groupings might be "domain expertise" or "commitment to open access."
3. Take a sticker vote to select the high-level groupings that are the most critical / highest priority based on your program's strategic goals.
 - o In a sticker vote, each participant is assigned a number of stickers - these can be physical stickers in an in-person event or a specified piece of text (e.g., +1) in a virtual environment. Participants place their stickers or text alongside the options they're voting for, according to the parameters of the exercise (e.g., most important, most likely, most interesting, etc.).

Part II: Identifying Potential Allies and Partners (complete as a group)

1. Based on the prioritized list of desirable characteristics, brainstorm a list of potential allies and partners that have at least some of those characteristics.
2. Work together to create a landscape analysis template that includes (at least) the following categories. A sample is included below.
 - a. Organization name
 - b. High level purpose (mission, vision, etc.)
 - c. OSS programs currently used/supported by the org, if known
 - d. Geographic area served



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3. Assign one or more activity participants to continue the ally / partner landscape analysis in preparation for moving to the next activity, Value Propositions for Alliances and Partnerships.

Part III: Identifying Potential Allies and Partners - split up brainstormed list and assign to individual team members

1. Building on the list started during the group meeting, complete further research on additional organizations that may be potential partners or allies.
2. Analyze the landscape by assessing each organization on the list against the list of desirable characteristics developed at the beginning of the exercise. Share the results of your analysis with activity participants and program leadership.
3. Move on to the exercise [Value Propositions for Alliances and Partnerships](#).