



# RESOURCES

## Phase III: Stable, but Not Static



### Activity 16: Value Propositions for Alliances and Partnerships

#### Goals

1. Identify program strengths that would be attractive to new partners
2. Create value propositions to share with potential new partners

#### Prerequisites

[Activity: Partnerships and Alliances Landscape Analysis](#). In addition, having a strategic plan or set of strategic goals will help participants identify and prioritize values.

#### Who Should Participate?

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

#### Length

60-90 minutes

#### Activity Instructions

1. Brainstorm a list of program strengths, values, benefits, or services that would be attractive to new allies or partners.
  - o 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 strengths/benefits our program brings to the table."
2. Take a quick sticker vote to select the strengths/benefits that are likely of the highest value. They can be those you feel are your program's most unique strengths, those most likely to be lacking in your potential allies, or another metric.
  - 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.).
3. For each of your top vote-getters, **discuss and capture** how the strength/benefit would solve problems faced by your potential allies and partners. For example, could your program help your potential ally/partner:
  - o Save time and/or resources? Help them increase resources?
  - o Improve engagement with their communities?
  - o Strengthen research, teaching, and learning?
  - o Eliminate or mitigate risks?
  - o Help end users access materials more effectively?
  - o Create positive social consequences?
4. Collate the value proposition elements into a value proposition document.
  - o Good examples of Value Proposition maps/documents include:
    - <https://www.strategyzer.com/canvas/value-proposition-canvas>
5. Communicate your value proposition with potential allies and partners as part of a planned outreach effort.
  - o If your organization does not have a standard communications plan template, [this version](#) may be helpful.