

A principled approach to partnering

In support of the Connected Future application for Shared Value Awards, 2020

The Connected Future partnership have adopted the evidence-based approach (including mindset, skillset, tools and leadership approaches) developed by leading global organisation, Partnership Brokers Association (PBA). This approach has influenced the creation of principled culture and way of working together that supports them to navigate power asymmetry, diverse perspectives and cultural and operational differences often experienced when working across sectors. Shared Value partnerships are a mechanism that can unlock enormous value for the partner organisations, and more importantly for the humans, environments and systems in which they operate. To be successful, paying attention to the way you work together, is as critical to attending to what you do.

The following sections set out some of the foundational concepts that underpin the PBA approach.

1. Being clear about what you mean by partnering.

For example: “An on-going working relationship where risks and benefits are shared”

Some fundamental characteristics:

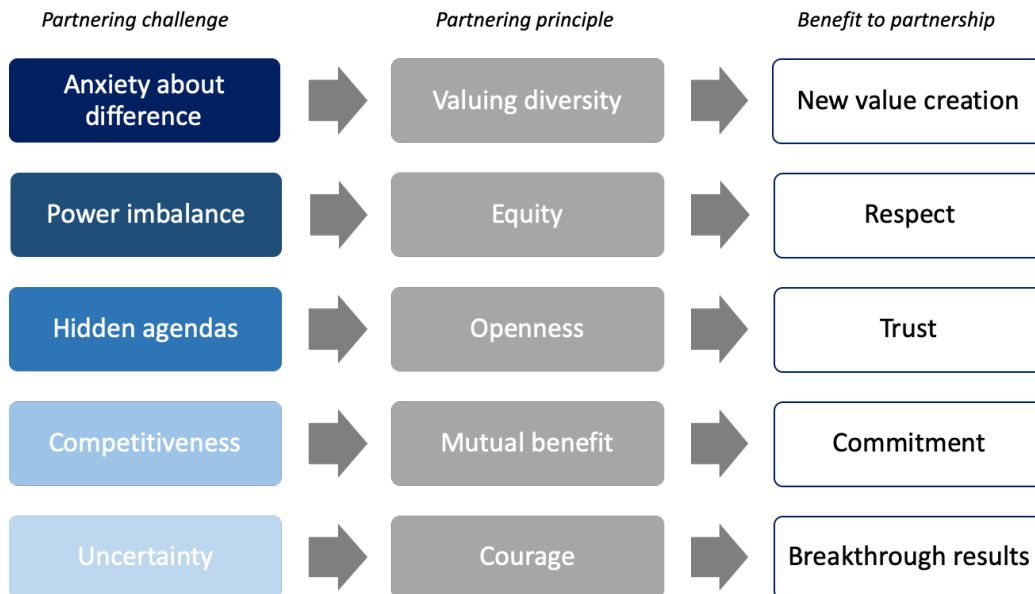
- A common purpose
- Shared and individual interests
- Co-creation of design, of solutions
- Sharing risks and benefits
- A commitment to mutual accountability
- A principled approach to working together

2. Invest in each of the phases in the Partnering Cycle



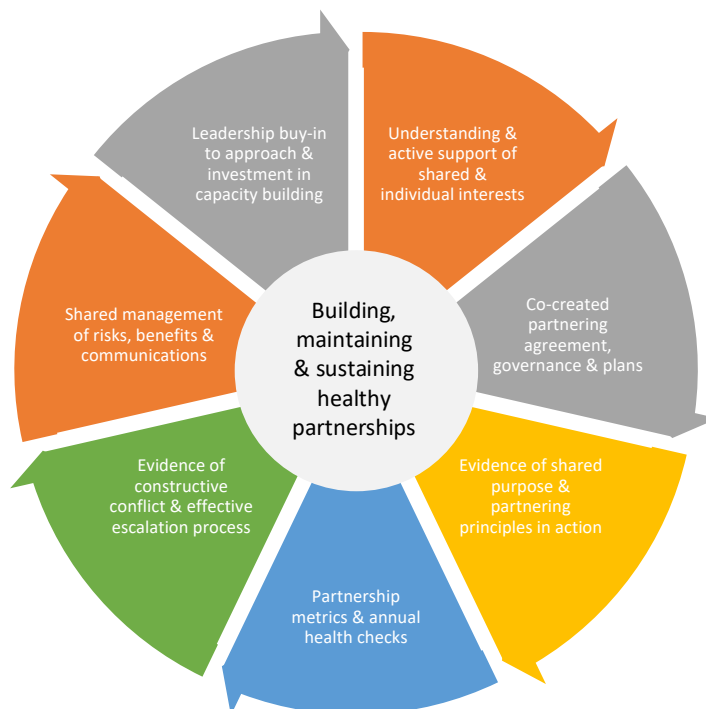
3. Build a partnering culture based on the partnering principles

Over 15 years of global partnering practice have provided consistent challenges, regardless of geography and context. From this, PBA have developed and continue to evolve a set of principles that inform our understanding of “leading practice partnering”



Source: Synergy2030 - adapted from The Partnership Brokers Association

Be mindful of the key ingredients for healthy and effective partnerships



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What is The Partnership Brokers Association?

The Partnership Brokers Association is the international professional body for those managing and developing collaboration processes. Our primary aims are to:

- Challenge and change poor partnering practices so that multi-stakeholder collaboration can become truly transformational
- Ensure those operating in partnership brokering roles are skilled, principled and work to the highest standards
- Promote the critical importance of partnering process management to decision-makers in all sectors

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