Benefits of Partnerships for Development & Development Tools

AACN BONUS Annual Meeting
April 26, 2018
11:00am – 12:15pm
AGENDA

- Icebreaker
- Welcome & Purpose
- Expectations
- Partnership Gardening 101
- Q & A
- Wrap-up
<table>
<thead>
<tr>
<th>Dice</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Dice" /></td>
<td>If you could go anywhere in the world, where would you go?</td>
</tr>
<tr>
<td><img src="image2" alt="Dice" /></td>
<td>If you were stranded on a desert island, what 3 things would you want to take with you?</td>
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<tr>
<td><img src="image3" alt="Dice" /></td>
<td>If you could eat only one food for the rest of your life, what would it be?</td>
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<tr>
<td><img src="image4" alt="Dice" /></td>
<td>If you won a million dollars, what is the first thing you would buy?</td>
</tr>
<tr>
<td><img src="image5" alt="Dice" /></td>
<td>If you could spend the day with one fictional character, who would it be?</td>
</tr>
<tr>
<td><img src="image6" alt="Dice" /></td>
<td>If you found a magic lantern and a genie gave you 3 wishes, what would you wish?</td>
</tr>
</tbody>
</table>
This session addresses the importance of the Business Officers role in partnering in the development efforts of your institution and what tools are available.
Everyone actively participates.

All ideas are valued.

Create relationship-enhancing conversations.

Stay present.

No cell phones please.

Have fun.
Partnership Gardening 101
4 STEPS TO EFFECTIVE PARTNERSHIPS

STEP 1: Preparing the Ground

STEP 2: Sowing the Seeds

STEP 3: Nurturing the Growing Plants

STEP 4: Harvesting
4 STEPS TO EFFECTIVE PARTNERSHIPS

Step 1:
Preparing the Ground
PREPARING THE GROUND

WHAT IS A PARTNERSHIP?

“A collaborative relationship between individuals/organizations working toward shared goals through agreed divisions of labor to achieve astonishing results and mutual success.”
PREPARING THE GROUND

- Align for success
- Eliminate historical silos
- Improve cross-team integration
- Cultivate a collaborative culture
- Manage upward
4 Steps to Effective Partnerships

Step 2:
Sowing the Seeds
SOWING THE SEEDS

Successful Partnerships...

◦ Ensure there is a mutual understanding regarding expectations, roles, responsibilities, decision-making and accountabilities.
◦ Meet regularly to mutually problem-solve, exchange information and to learn from one another’s expertise.
◦ Develop a process to resolve conflict in advance of serious differences of opinion or perspective.
◦ **Practice open, honest and clear communication.**
“THE SINGLE BIGGEST PROBLEM IN COMMUNICATION IS THE ILLUSION THAT IT HAS TAKEN PLACE.”

GEORGE BERNARD SHAW
Communications Style Inventory

This is an informal survey, designed to determine how you usually act in everyday related situations. The idea is to get clear description of how you see yourself.

On the answer sheet, circle A or B in each pair of statements below, which shows the one that MOST describes you.

Adapted from “The Platinum Rule”, Tony Alessandra, PhD and Michael J. O’Conner PhD
SOWING THE SEEDS

What’s Your Communication Style?

Please take 10 minutes to complete the survey and answer sheet.
If you circled the **G** and **D**, you tend toward being a **Director**.

If you circled the **O** and **D**, you show many qualities of a **Socializer**.

If you circled the **O** and **I**, you’re predominantly a **Relater**.

If you circled the **G** and **I**, you have lots of the **Thinker** characteristics.
## Communications Style

<table>
<thead>
<tr>
<th>DIRECTOR</th>
<th>SOCIALIZER</th>
<th>RELATER</th>
<th>THINKER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Just want the facts and nothing but the facts</td>
<td>Life of the party and lots of fun</td>
<td>Largest percentage of the population</td>
<td>Love to gather details and organize things</td>
</tr>
<tr>
<td>Extremely goal oriented</td>
<td>Love people and love to talk</td>
<td>Low-key personality - calm, cool &amp; collected</td>
<td>Hesitate to make decisions if they feel that they don't have enough facts</td>
</tr>
<tr>
<td>Major motivation is to get things done</td>
<td>Can talk for long periods of time about almost anything</td>
<td>Do not like to be involved in conflict</td>
<td>Pay close attention to details</td>
</tr>
<tr>
<td>Forge ahead with an attitude of &quot;we'll figure it out as we go&quot;</td>
<td>Are enthusiastic, curious, and expressive</td>
<td>Good listeners and usually have many friends</td>
<td>Are often considered frugal or economical</td>
</tr>
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</table>
COMMUNICATIONS STYLE

Tips for communicating with a Director:

- Be efficient and businesslike.
- Get to the point.
- Set and clarify goals and objectives.
- Give them conclusions. Only provide details if asked.
- Solve problems and objections.
- Talk in terms of results not methods.
COMMUNICATIONS STYLE

Tips for communicating with a **Socializer**:

- Leave plenty of time for talk and social niceties.
- Ask them about their family, children etc. And be prepared to talk about yours,
- If possible, let them "experience" what you are communicating.
- Talk in terms of people and stories.
- Use lots of examples.
Tips for communicating with a Relater:

- Don't come on too strong.
- Earn their trust in small steps.
- Don't ask for big decisions right away.
- Provide plenty of reassurance.
- Talk in terms of security.
COMMUNICATIONS STYLE

Tips for communicating with a Thinker:

- Make sure you are well prepared.
- Have plenty of facts and figures.
- Be prepared for skepticism.
- Answer all of their questions.
- Go relatively slow to give them time to think and analyze.
SOWING THE SEEDS

...AND THAT IS WHY WE LIFT ON THREE...

COMMUNICATION
4 Steps to Effective Partnerships

Step 3:
Nurturing the Growing Plants
NURTURING THE GROWING PLANTS

Fundraising Cycle

1. IDENTIFICATION
2. RESEARCH
3. PLANNING
4. CULTIVATION
5. SOLICITATION
6. STEWARDSHIP
7. RENEWAL
Discover what works best for your college or school of nursing and match to donor interest
Share ideas on developing faculty and staff fundraising skills
Identify new donors and cultivate relationships or make introductions
Advocate for fundraising initiatives
Create a fundraising menu so faculty/staff can choose how they want to participate
Inspire passion for the institution
Step 4: Harvesting
“Statistics raise eyebrows, but emotions raise money.”

<table>
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<th>Build a Story Bank</th>
<th>Share Stories</th>
</tr>
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<tbody>
<tr>
<td>Testimonials</td>
<td>Photo Album</td>
</tr>
<tr>
<td>Favorite Anecdotes</td>
<td>YouTube Videos</td>
</tr>
<tr>
<td>News Clippings</td>
<td>Timeline on Website</td>
</tr>
<tr>
<td>Annual Events</td>
<td>Community Television or Radio</td>
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HOW DO YOU PARTNER WITH DEVELOPMENT?
Harvesting

Coming together is a beginning
Staying together is progress, and
Working together is success
Keep your humility close.
Build authentic relationships.
Ensure all partners mutually benefit.
Open, honest communication is the key.

Happy Partnership Building!!!
“Don’t be afraid to give up the good to go for the great.”

- John D. Rockefeller