

# Partnership Canvas Tool

This tool works really well as an internal tool to:

- Evaluate existing partnerships
- Identify what you have to offer a specific partner
- Explore the potential for new partnerships or assess which partner might be a best fit

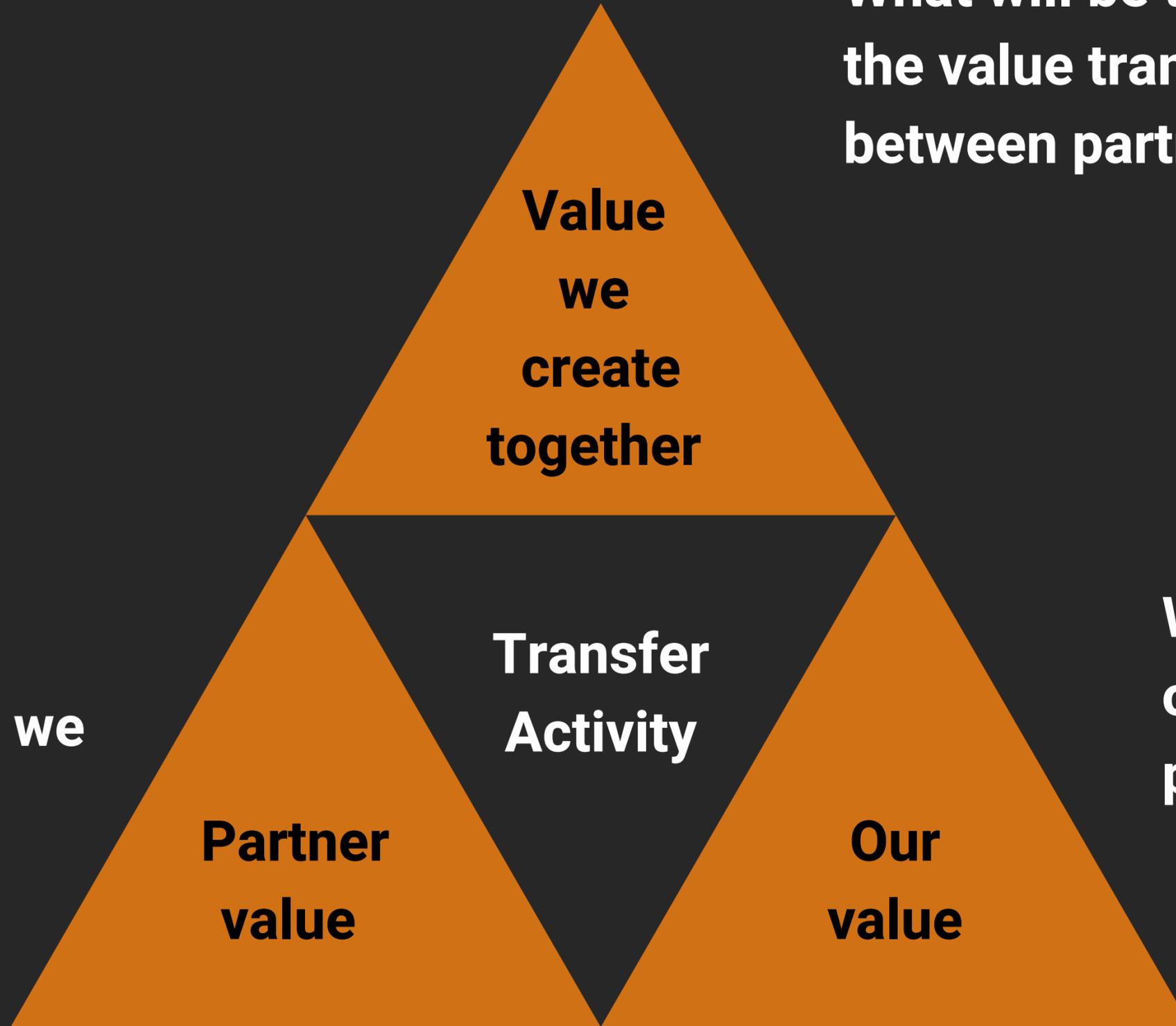
It could also be used as a framework for discussing a partnership with a potential external partner.

In this set of slides you will find question prompts for evaluating an existing partnership and a separate set for exploring a potential partner(ship).



# Partnership Canvas Tool

**What value are we seeking in a partner?**



**What will be the result of the value transfer between partners?**

**What value are we offering to our partners?**

# How to use this tool



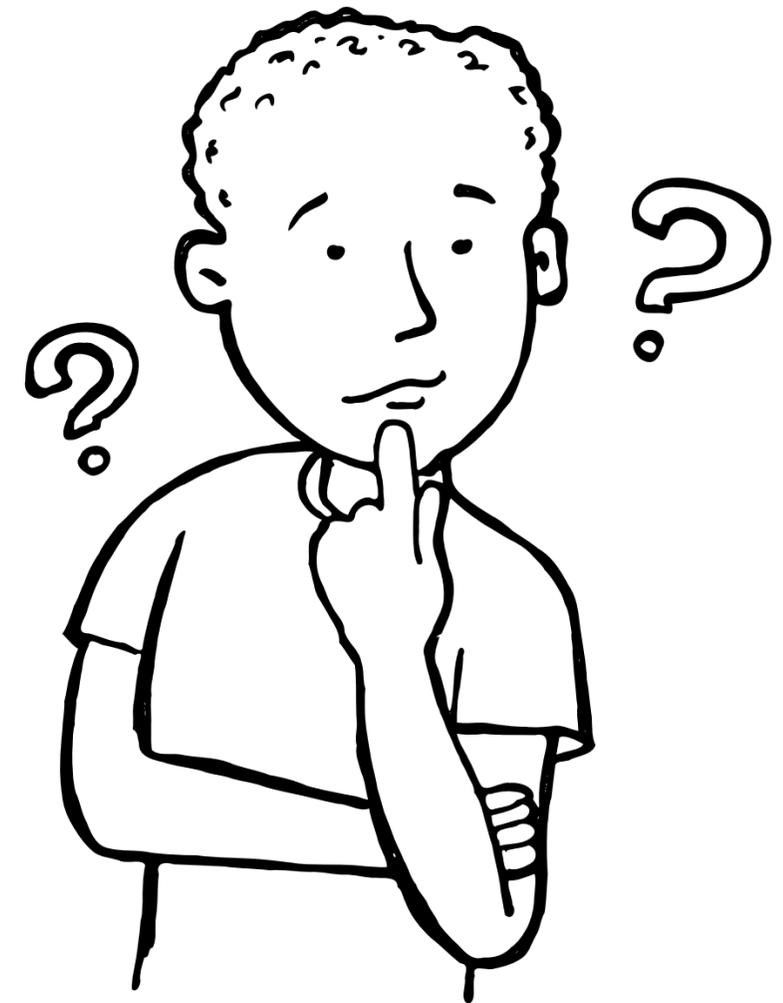
It is best to start simple, reflecting on one of your more straightforward partnerships. Draw the shape out on a large piece of paper and use post-its so that you create a visual overview quickly.

- Start with the bottom right triangle. Identify the various forms of value that you offer to the partner - this could be a mix of tangible (building, equipment etc) and intangible assets (skills, networks, credibility etc)
- Move to the bottom left triangle and note the forms of value that are offered to you as part of this partnership. You don't need to list all the forms of value the partner *could* offer just yet.
- Now work on the top triangle, considering what you are creating between you. What kind of value is created, who for and how is it captured?
- Finally, identify what practical arrangements and resources are in place to underpin the partnership.

# Critical Assessment

## Looking at the completed model:

- How evenly balanced would you judge your value offer with that of your partner? How might your partner view this?
- To what extent do you consider that you are creating additional value by working together?
- Is there scope for you to adjust the give/get for either party? If you could, what additional value would you wish to access from your partner? What part of their value offer has proved most critical, for you, to your partnership? What matters most to your partner?
- Has the transfer activity been satisfactory, or might it have had a limiting effect on the value created? What might you improve or do differently?
- How clearly were all these things communicated at the outset? Has anything changed over time? To what extent has this been explicitly recognised?



# Questions considering a perspective partner

(1)

**BOTTOM LEFT TRIANGLE:**

What is my potential partner offering that is of value to me? How can I make use of the value they are offering?

**BOTTOM RIGHT TRIANGLE:**

What position do I have in approaching potential partners? What can I offer that is of value to them?

**RELATIONSHIP OF BOTTOM LEFT TO BOTTOM RIGHT TRIANGLE:**

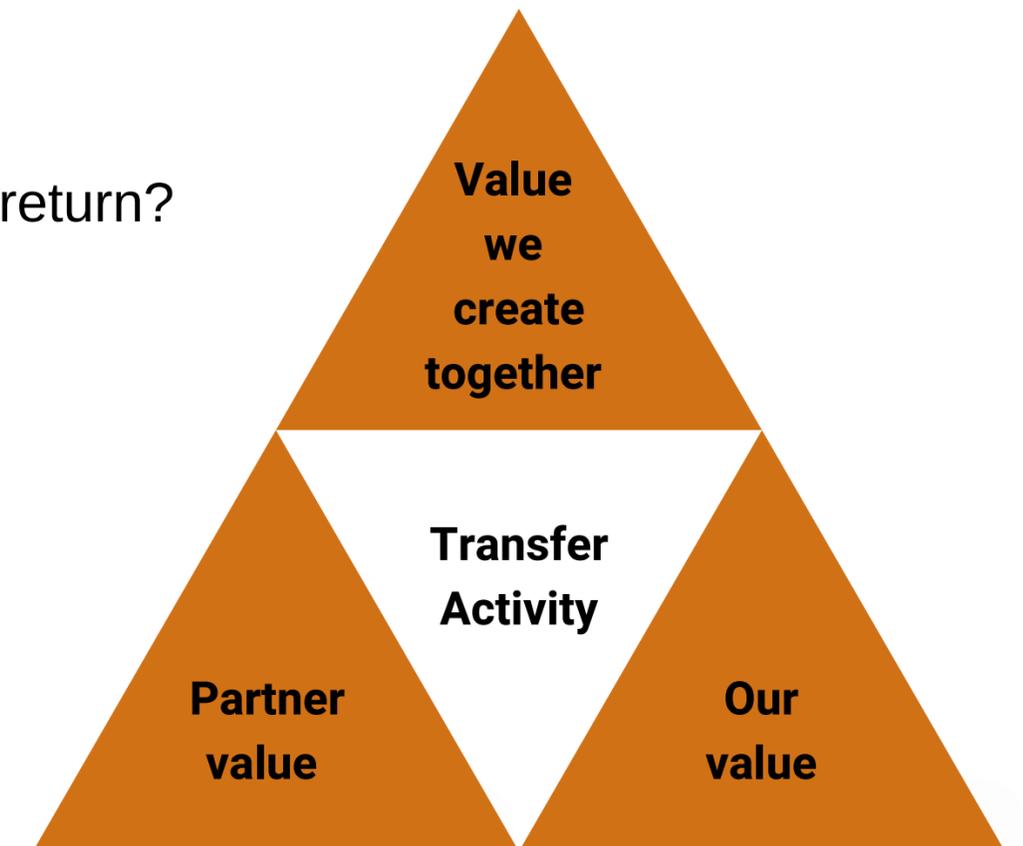
How can I assess the balance between what I offer my partner, and what I obtain in return?

**TOP TRIANGLE**

If we work together in partnership, are we together creating some new value?

**MIDDLE (Black / White) TRIANGLE**

What are the practical realities involved in our value exchange and value creation?



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# Questions considering a perspective partner (2)

THESE QUESTIONS ARE ABOUT THE TRANSFER ACTIVITY (MIDDLE BLACK TRIANGLE)

- What activities will we have to conduct as part of our partnership agreement?
- What costs are there for us in maintaining this partnership?
- What interaction & coordination will the partnership require?
- How will we enforce it, formally or informally?
- What usable form will our partners assets be shared with us and what rights of use will we have?

