

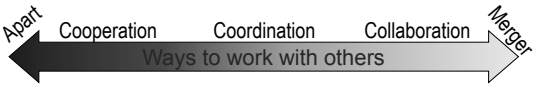
Collaboration Basics



collaboration is everything


Sandy Monterose
Caribbean Animal Welfare Conference 2011

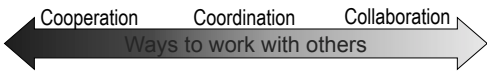




I. Cooperation -


- No risk
- Informal relationship
- Information is shared as needed
- Authority is kept by each group
- Resources and rewards are separate





II. Coordination -

- Some risk
- More formal relationship
- Compatible mission
- Some planning and defined roles
- Established communication channels
- Resources are more available
- Rewards are usually mutually acknowledged



Three ways to work with others:

Cooperation Coordination Collaboration

← Ways to work with others →

III. Collaboration -

- Risk is greater
- Commitment to shared relationship and goals
- New jointly developed structure
- Require comprehensive planning
- Well-defined roles and communication channels
- Mutual authority and accountability
- Sharing of resources and rewards

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Why Collaborate?

To take advantage of other resources that, when combined with yours, create a unique product or service that could not be created alone

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Why Collaborate?

- Every body wins
- Get further faster
- Expand opportunities & resources
- Address a need
- Expand / diversify support
- Enhance your stature
- Access other services


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Why Not Collaborate?

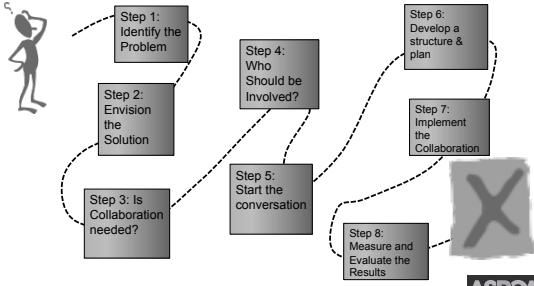

- No advantage, clear purpose or shared mission
- Unwillingness to take resources from core mission
- No "buy-in"
- Fear of saboteurs
- Discomfort with unknown
- Difference in other philosophies

WiiFM? is not strong enough to inspire risk

What's in it for me?




What Makes Collaboration and Mergers Work?

Identify the problem

- What is the need(s) you are trying to solve ?
- What are your assets – what do you bring to the table?
- What are you missing?
- List those who have the assets you lack
- Don't forget.... *What's In It For Me?*



Envision the solution

- Gather facts on the issue
- Sketch out general mission
- Think about short and long term goals
- Create a compelling statement
- Phone some friends – test your idea

Is Collaboration needed?



Who should be involved?

- Create a list of all stakeholders,
- Then start to pare down the list
- Look for:
 - Key stakeholders
 - Decision makers
 - Leaders
 - Innovative thinkers
 - Connectors
 - Mavens
 - Persuaders




Start the Conversation

- Create a guest list
 - Make it small and friendly
- What are their WIIFMs?
 - Call and ask them!
- Review your compelling statement
- Create a fact sheet: only facts, no judgments or conclusions
- Give them a “Heads up”
- Invite – include compelling statement and fact sheet



**Animal Transport in the US:
Visioning the Future and Discovering What Is**



Right at this moment hundreds, if not thousands, of dogs are on the move. One at a time and fifty at a time they are headed north, south, east and west in search of better odds and a new home. They are on trains, planes and automobiles driven by volunteers, animal welfare professionals and paid professionals.

In reality no one really knows how many there are, when and where they are all going. What we do know is that across the country dogs lives are being saved by simply transporting them from one location to another.

Join our focus group sharing information about transport programs, visioning what a nationwide effective and humane Animal Transport program could look like, and discussing the gaps between current practices and the future vision

Who: A group of select representatives from organizations involved in shipping and receiving animals to increase adoptions or decrease euthanasia for space.


What: A focus group sharing information about transport programs, visioning what a nationwide effective and humane Animal Transport program could look like, and discussing the opportunities between current practices and the future vision

Why: The ASPCA believes that an effective transport program could end euthanasia of

1st Meeting

- Choose a comfortable setting
- Create an agenda – know where you are headed!
- State reason for bringing people together
- Briefly review information that you sent them
- Manage the discussion so everyone is able to talk and ask questions
- Steer away from disagreements
- Assign a note-taker


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Meeting Follow up

- Thank you with meeting notes, any action items
- Debrief that will inform next steps:
 - Did we have the right people?
 - Do we have enthusiasm?
 - Do we have challenges?
 - Are we on the right path?
 - Will we continue?

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Develop a Structure

- Ground Rules
- Meeting structure and frequency
- Individual roles
- Communication
- Process for making decisions
- How will you measure progress
- How will you manage disagreements
- How will results be celebrated & promoted



Develop a Plan

- Create a mission statement
- Define how you will achieve the mission:
 - Long and short term goals
- Create an action plan (what/how, by when, who)
- Develop a budget to go with action plan
- Determine roles for each participating entity and
- Determine what other resources are available or necessary to support this effort





Implement the plan

- Each goal must :
 - Be clear *“Seek first to understand, then to be understood”*
 - Have a Deadline
 - Have a Person
 - Be measured
- Consistent communication
- Require Commitment
- Accountability
- Agree to disagree: Celebrate & respect diversity





Measure and evaluate the results

- Always ask "How will we know?"
- Establish a baseline
- Numbers matter
- Assess success from a number of perspectives:
 - Did we improve our services?
 - Is our organization better?
 - Can we improve efficiency?
 - Is this still the best way to reach our goal?
- Document outcomes
- Celebrate progress



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