

How to make partnerships successful

Leveraging Partnerships

- Need clear idea about user needs when building/developing prototype products and tools
 - Partnerships must be built around specific questions
 - Start at both the national and regional/local level
- Use translators that have credibility to make the connection between users and developers (e.g. extension, RISAs, state governments)
- Where should the partnerships be located? What is their role at each location
- Successful partnerships have a mutual investment
- Partnerships begin at the beginning of product development and should leverage both resources and outcomes in a way that the whole is greater than the sum of the parts
- Effective partnerships have synergistic outcomes
- Diverse user needs and requirements, use national associations that represent these needs
- Recognize it's OK to make mistakes, successful partnerships take iteration and persistence