



# Building Partnerships

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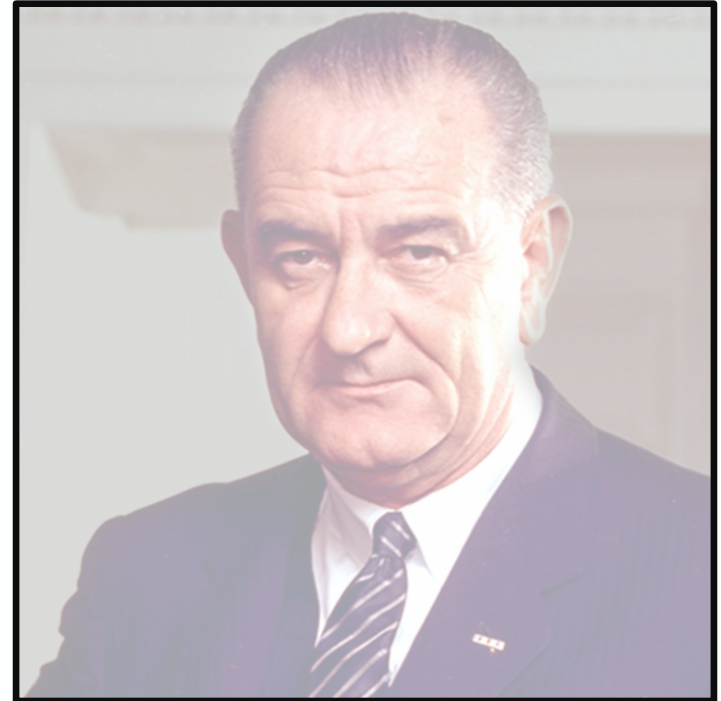
**@MarshallStewart**



““

**Make friends when you  
don't need them so that  
you'll have friends when  
you do need them. ””**

**President Lyndon B. Johnson**





# The Partners

## What?

- ✱ Co-owner**
- ✱ Collaborator**
- ✱ Connector**

## Who?

- ✱ Internal**
- ✱ External**



# The Partners

## Internal

- ✓ **Up**
- ✓ **Horizontal**
- ✓ **Down**

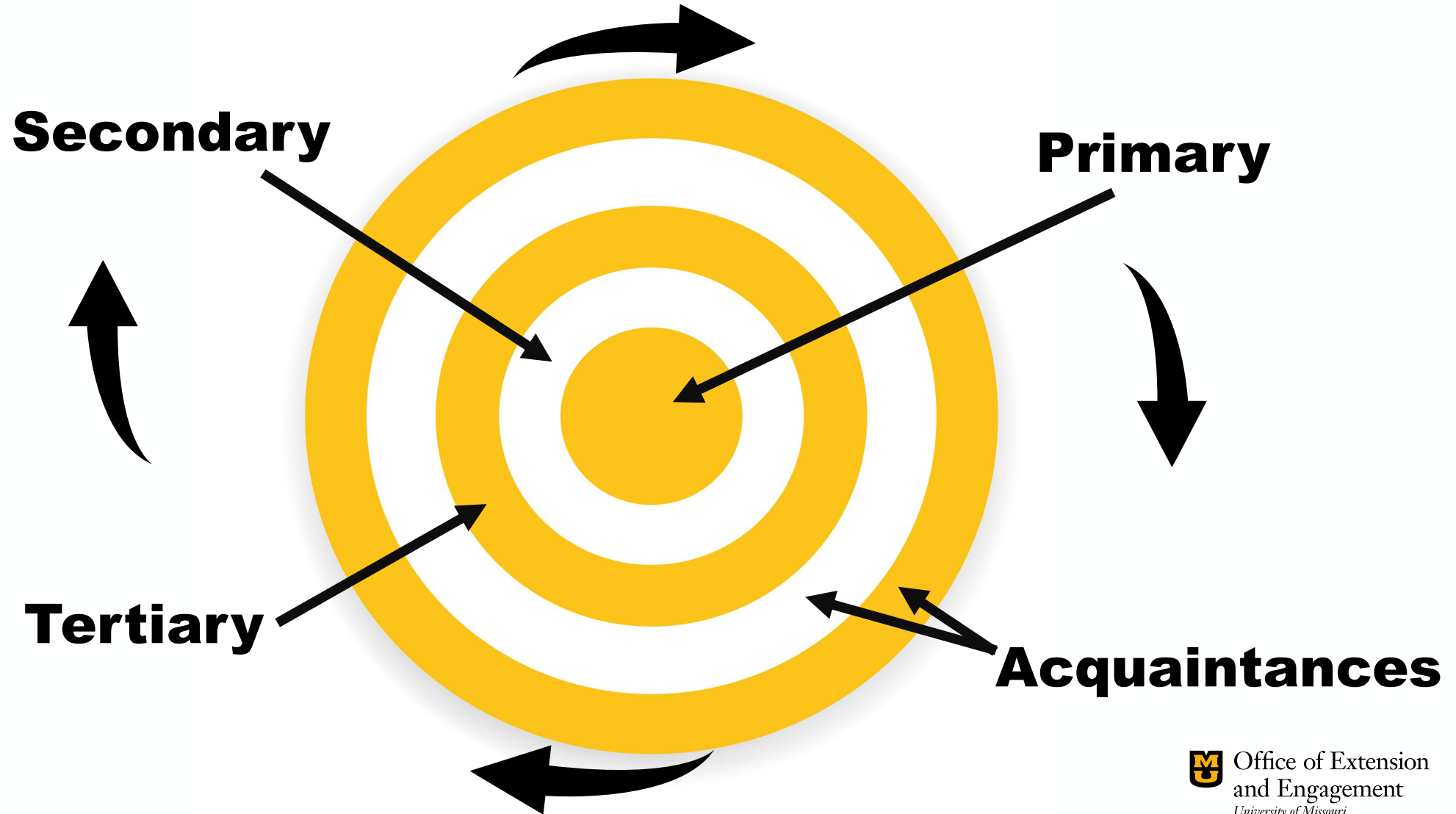


## External





# Levels of Partners





# Levels of Partners

- 1 Primary**  
central co-owners
- 2 Secondary**  
critical collaborators
- 3 Tertiary**  
connected supporters
- 4 Acquaintances**  
friends



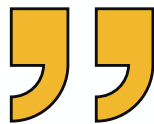


# The Magic Formula

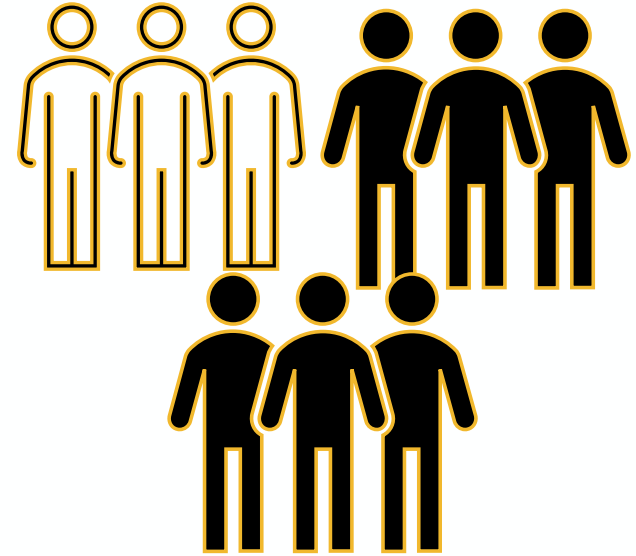
- 1 Listen & Learn to Lead**
- 2 Be authentic**
- 3 Trust but verify**
- 4 Be intentional and purposeful**
- 5 Control the narrative**
- 6 Grow from relationship → partnership → transformation**
- 7 Never stop tending the garden**



**My presence may not  
mean much but my  
absence may mean  
everything.**



**Bobby Moser**







# Questions?