Building Partnerships

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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
- ✓ 360°
Levels of Partners

- Primary
- Secondary
- Tertiary
- Acquaintances
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 mean everything.

Bobby Moser
Questions?