

Partnership Ecosystem Value Propositions

Creating and Communicating
Value for Stronger Partnerships

Melanie Akwule, MBA



Our 3-Workshop Journey

SESSION ONE

Partnership Ecosystems
Overview

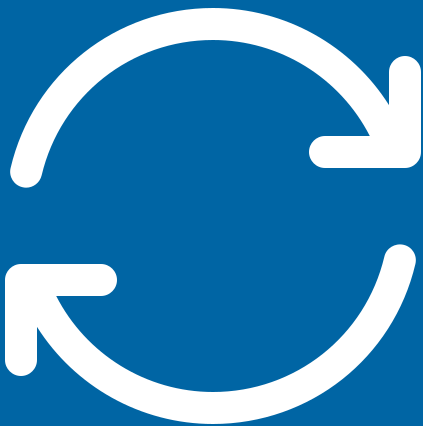
SESSION TWO

Identifying
the Core

SESSION THREE

Partnership Ecosystem
Value Propositions





A Quick Recap of **Session 2**

*Key learnings from **Identifying the Core***

01

Core Competencies:

The resources and/or strategic advantages of a business

02

Identifying Core Competencies:

valuable, rare, sustainable

03

Internal Stakeholder Needs and Partnerships:

What value do your partnerships need to have to satisfy internal needs?



Today's Workshop

SESSION ONE

Partnership Ecosystems Overview

- What is Partnership Ecosystem Mapping?
- Keys to Successful Partnership Ecosystem Mapping
- Overview of Partnership Channels

SESSION TWO

Identifying the Core

- Organizational Core Competencies
- Internal Stakeholder Group Profiles and Needs
- Partnership Ecosystem Gaps

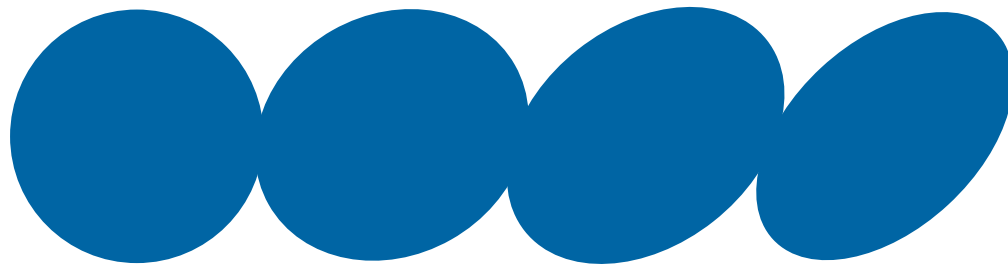
SESSION THREE

Partnership Ecosystem Value Propositions

- Optimizing for Internal Stakeholder Value
- Optimizing for Value to Partners
- Drafting Value Propositions



Group Discussion

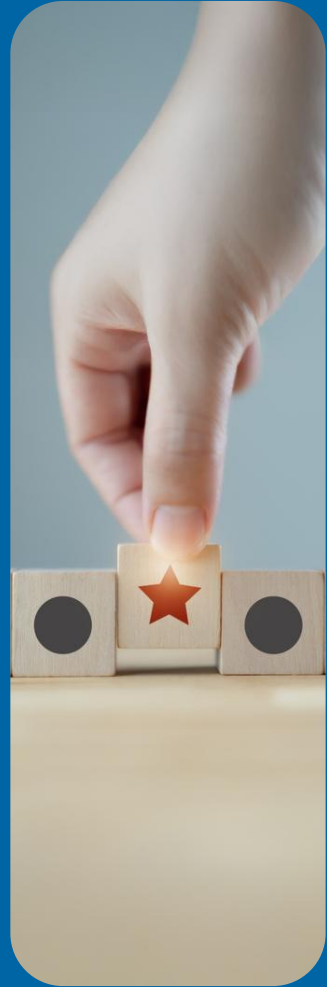


"What's one way you currently communicate your value to partners?"

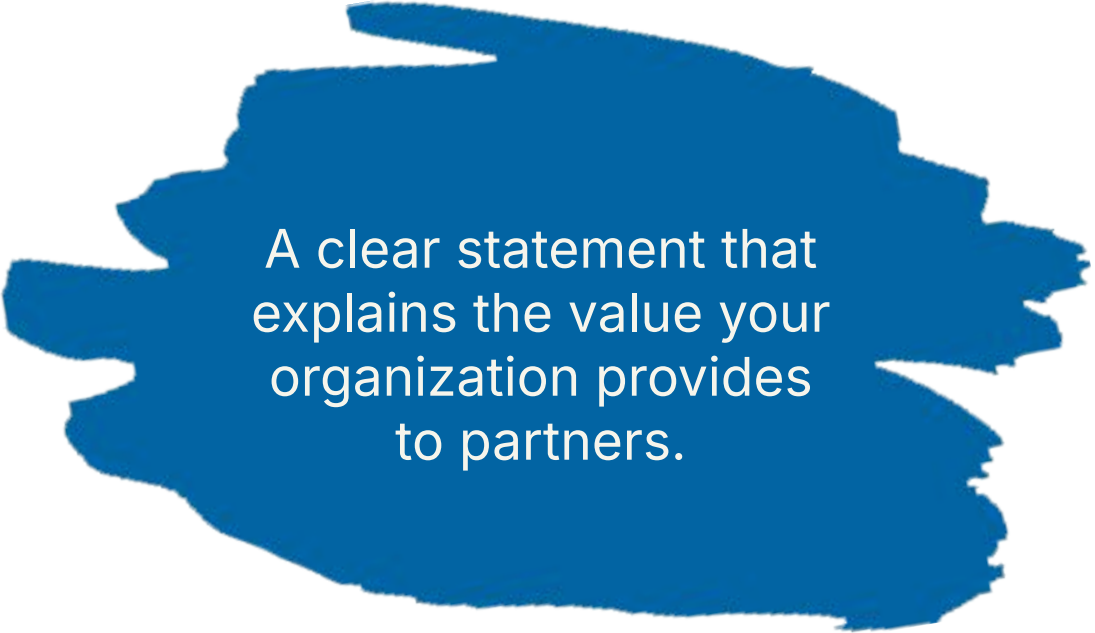


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Understanding Value Propositions



What is a Value Proposition?



A clear statement that explains the value your organization provides to partners.



What Makes a Strong Value Proposition?

A clear statement that explains the value your organization provides to partners.

A **strong value proposition** clearly articulates **why a collaboration is beneficial for all parties involved**.

It ensures that both sides understand **the unique contributions, expected outcomes, and mutual benefits**, ultimately leading to more **sustainable and high-impact partnerships**.





The Components of a Strong Value Proposition

- Problem-Solution Fit: Addressing a real need
- Unique Strengths: Leveraging organizational core competencies
- Mutual Benefit: Ensuring value for both parties



Optimizing for Internal Stakeholder Value (Value In)

- Aligning partnerships with internal priorities and goals
- Ensuring partnerships support core competencies

Optimizing for Value to External Partners (Value Out)

- Understanding partner motivations (financial, social impact, capacity-building, etc.)
- Tailoring messaging to different types of partners



Case Study

Revisiting





A Strong Value Proposition in Action

Cara Collective helps individuals experiencing homelessness and poverty secure and sustain quality jobs. They specialize in workforce development, professional skills training, and long-term job retention support.

To scale their impact, Cara Collective successfully positioned its value proposition to key employer partners, including JLL (Jones Lang LaSalle), Mercy Housing, and Hilton Hotels. By aligning their core competencies with employer needs, they built long-term partnerships that benefited both parties.



Cara Collective: **Understanding Employer Needs**

Before approaching partners, Cara Collective identified barriers employers faced in hiring and retaining talent, such as:

- High turnover rates in entry-level positions
- Lack of job-ready candidates with soft skills
- Desire for diversity, equity, and inclusion (DEI) hiring solutions

Cara's Strategy:

- Instead of just offering job candidates, they positioned themselves as a solution to workforce challenges, offering pre-screened, job-ready talent and post-hire support



Cara Collective: Aligning Core Competencies with Partner Needs

CORE COMPETENCY	KEY INTERNAL STAKEHOLDERS
Workforce training & soft skills development	Provided candidates with customer service, professionalism, and workplace readiness training before hiring.
Job placement & retention services	Matched trained candidates with employer needs, reducing hiring risk.
Wraparound support for job retention	Offered post-placement coaching and case management to improve retention.
DEI hiring expertise	Helped employers meet diversity & inclusion hiring goals with a sustainable talent pipeline.

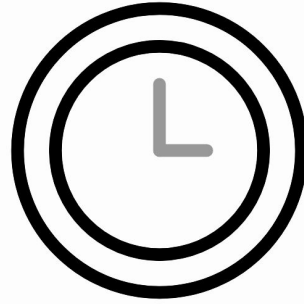
Cara leveraged its core competencies to demonstrate unique value:

Cara's Messaging to Employers:

"We are not just a staffing agency—we are a workforce partner that helps you find and keep the right talent."

- "Our candidates are trained, vetted, and supported, ensuring better job performance and retention."
- "We help you reduce hiring costs, improve retention, and advance DEI goals."





Break out Room

Drafting Value Propositions



Framework for Crafting a Value Proposition



*Our organization helps **[partner type]** achieve **[key outcome]** by providing **[unique capability]** that results in **[specific benefit]**.*

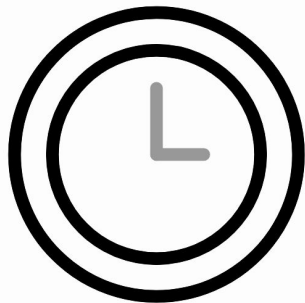


Considerations for ESEs

Positioning Value to Partners

- **Understand Partner Pain Points** → Position your ESE as a **solution to employer challenges**, not just a service provider.
- **Align Core Competencies with Partner Needs** → Clearly show **how your strengths help partners meet their goals**.
- **Use Data to Demonstrate Impact** → Provide **retention rates, cost savings, and performance metrics** to prove value.
- **Offer Post-Placement Support** → Employers value **wraparound services** that help retain employees long-term.
- **Leverage CSR & DEI Goals** → Many companies are looking for **diverse hiring pipelines**—ESEs can fill this gap.





25-Minute Breakout Room Instructions

Self-Reflection: 10 Minutes

Guided Discussion: 15 Minutes

- Identify a key partner or partner type
- Draft a value proposition using the framework provided
- Discuss how to refine it for clarity and impact



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Key Takeaways from Breakout Rooms

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note

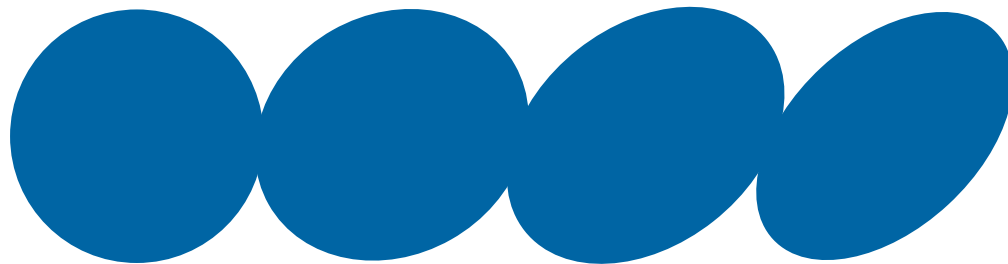
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Refining Your Value Proposition

Peer-led discussion:

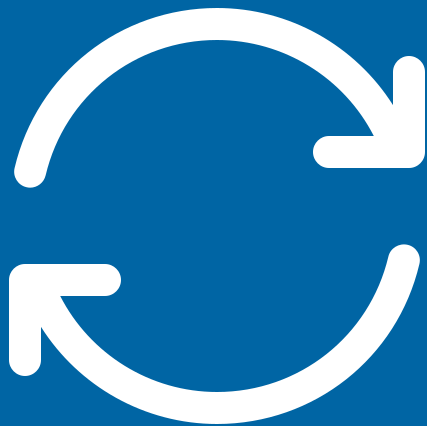


*How to improve clarity,
impact, and alignment.*



Bringing it all together...





Today's Recap

01

A strong value proposition clearly articulates why a collaboration is beneficial for all parties involved.

02

Key components of a strong value proposition

- a. Problem-Solution Fit
- b. Unique Strengths
- c. Mutual Benefit

03

Align value with both internal and external needs

- Value In vs Value Out

From Start to Finish

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How did it go

Let us know!

Take this quick survey:

https://redf.qualtrics.com/jfe/form/SV_8vagd3fyrmmiptl



Take this quick survey:

<https://tinyurl.com/tpctsjfz>



Stay in Touch

Melanie Akwule

Founder & CEO - MINWO Inc.



Melanie@minwo.co



www.linkedin.com/in/melakwule



www.melanuchi.com



Book a Follow-Up Session

- 10, 30-minute post-workshop support sessions available until March 31st
- Book here: <https://calendly.com/melanie-akwule/60-minute-business-coaching-session-redf>



Melanie Akwule

30-Minute Business Coaching Session (REDF)

🕒 30 min

1-on-1 coaching support related to Partnership Mapping.

Select a Date & Time

< March 2025 >						
SUN	MON	TUE	WED	THU	FRI	SAT
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9	10	11	12	13	14	15
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23	24	25	26	27	28	29
30	31					

Time zone

🌐 Eastern Time - US & Canada (9:02am) ▼