Session 1: Partnership Ecosystems Overview

Workbook Summary:

This table helps organizations assess their partnership channels by identifying strengths and areas for improvement. In the **Strengths** column, list measurable achievements like the number of partnerships, contract renewals, or growth trends. In the **Gaps/Opportunities** column, highlight challenges such as supply-demand imbalances or expansion needs.

Example:

	STRENGTHS	GAPS/OPPORTUNITIES
Corporate Hiring Partnerships: Collaborate with large companies to create direct employment pathways for program graduates.	Our organization maintains 5 active partnerships for hiring workforce employees, with 70% of our corporate partners renewing their contracts. Additionally, we have achieved continuous growth in our corporate hiring pool year over year.	Our organization faces an upside-down ratio, where the number of applicants surpasses the available corporate hiring spots. For instance, we often receive 100 applicants for every 10 corporate hiring positions available. This presents a significant opportunity for growth and expansion in our corporate partnerships.

Partnership Channels for ESE Operations

	STRENGTHS	GAPS/OPPORTUNITIES
Corporate Hiring Partnerships: Collaborate with large companies to create direct employment pathways for program graduates.		
Workforce Development Agency Partnerships: Work with government-funded programs to provide job training and placement services.		

Social Services & Wraparound Support Partnerships: Team up with nonprofits that offer housing, childcare, and mental health support to improve job retention.		
Community College & Vocational Training Partnerships: Collaborate with educational institutions to provide certifications and upskilling programs.		
Financial Institution Partnerships: Partner with banks and credit unions to provide financial literacy training and access to credit-building opportunities.		
Tech & Digital Literacy Partnerships: Work with tech companies to provide access to digital tools, IT training, and employment opportunities.		
Impact Investing & Philanthropic Partnerships: Engage with social impact investors and grantmakers to secure funding for employment programs.		
Government & Policy Advocacy Partnerships: Align with government agencies and advocacy groups to influence workforce policies that benefit ESEs.		
Employer-Sponsored Apprenticeships & Internships: Work with businesses to develop paid apprenticeship programs that lead to full-time employment.		

Supply Chain & Social Procurement Partnerships: Collaborate with businesses that prioritize purchasing goods/services from ESEs.		

Partnership Channels for Business Development

	STRENGTHS	GAPS/OPPORTUNITIES
Strategic Alliances: Collaborative agreements between independent companies that work together to achieve shared business objectives.		
Joint Ventures: Two or more companies forming a new, separate entity to pursue a shared business opportunity.		
Affiliate Partnerships: Relationships between companies that share a common brand or affiliation.		
Solution Partnerships: Companies collaborating to provide a comprehensive solution to a customer's needs.		
Technology Partnerships: Focuses on the sharing or licensing of technology between companies.		
Channel Partnership: Companies working together to distribute products or services through a common channel.		

Original Equipment Manufacturer (OEM) Partnerships: Involve one company (the OEM) manufacturing products for another company under their brand.		
Distribution Partnerships: Companies working together to distribute products or services.		
Research & Development (R&D) Partnerships: Companies collaborating on research and development projects.		
Co-Marketing Partnerships: Companies working together to promote their products or services.		

Session 2: Identifying Your Core Strengths

Workbook Summary: This session helps organizations define and evaluate their core competencies to build a competitive advantage. By assessing value, rarity, and sustainability, teams can refine their strengths for long-term success.

Example:

Core Competencies	**Value:** Does this competency provide unique value?	**Rarity:** Is it a distinguishing factor from other organisations?	**Sustainability:** Can it be maintained and scaled overtime?
Marketing Team: Strong brand storytelling and digital marketing expertise	Yes – Helps attract and retain customers	Yes – Few competitors can match our brand voice and engagement strategy	Yes – Can be scaled with automation and data-driven improvements

People & Teams

Core Competencies	**Value:** Does this competency provide unique value?	**Rarity:** Is it a distinguishing factor from other organisations?	**Sustainability:** Can it be maintained and scaled overtime?

Technology

Core Competencies	Value: Does this competency provide unique value?	Rarity: Is it a distinguishing factor from other organisations?	Sustainability: Can it be maintained and scaled overtime?

Business Operations

Core Competencies	Value: Does this competency provide unique value?	Rarity: Is it a distinguishing factor from other organisations?	Sustainability: Can it be maintained and scaled overtime?

Identifying Internal Stakeholders

Stakeholders: Groups within your organization that influence or are impacted by partnerships.
Examples: Leadership, staff, program participants, board members etc.

Kindly list out 5 - 10 internal stakeholders:

Example:

Internal Stakeholders	Current Challenges/Needs	Current Strategic Partnerships	Partnership Opportunities
Leadership: Executive Team	Need stronger industry insights to make data-driven decisions	Partnered with a market research firm for quarterly reports	Collaborate with industry associations for trend forecasting

Group 1

Internal Stakeholders	Current Challenges/Needs	Current Strategic Partnerships	Partnership Opportunities

Group 2

Internal Stakeholders	Current Challenges/Needs	Current Strategic Partnerships	Partnership Opportunities

Group 3

Internal Stakeholders	Current Challenges/Needs	Current Strategic Partnerships	Partnership Opportunities

Group 4

Internal Stakeholders	Current Challenges/Needs	Current Strategic Partnerships	Partnership Opportunities

Group 5

Internal Stakeholders	Current Challenges/Needs	Current Strategic Partnerships	Partnership Opportunities

Group 6

Internal Stakeholders	Current Challenges/Needs	Current Strategic Partnerships	Partnership Opportunities

Group 7

Internal Stakeholders	Current Challenges/Needs	Current Strategic Partnerships	Partnership Opportunities

Group 8

Internal Stakeholders	Current Challenges/Needs	Current Strategic Partnerships	Partnership Opportunities

Group 9

Internal Stakeholders	Current Challenges/Needs	Current Strategic Partnerships	Partnership Opportunities

Group 10

Internal Stakeholders	Current Challenges/Needs	Current Strategic Partnerships	Partnership Opportunities

Session 3: Framework for Crafting a Value Proposition

Workbook Summary: This workshop helps organizations craft a clear value proposition to strengthen partnerships. Using the **Cara Collective** case study, participants will learn how to communicate their impact effectively. Key takeaways include identifying organizational strengths, aligning value with partner needs, and leveraging a strong value proposition for long-term success.

Example:

Partner Type	Key Outcome	Unique Capability	Specific Benefit
Employers (e.g., JLL, Mercy Housing, Hilton Hotels)	Reduce hiring challenges and improve employee retention	Pre-screened, job-ready talent with workforce training and post-hire support	Lower turnover, reduced hiring costs, improved diversity, equity, and inclusion (DEI) hiring outcomes

Partner Type	Key Outcome	Unique Capability	Specific Benefit