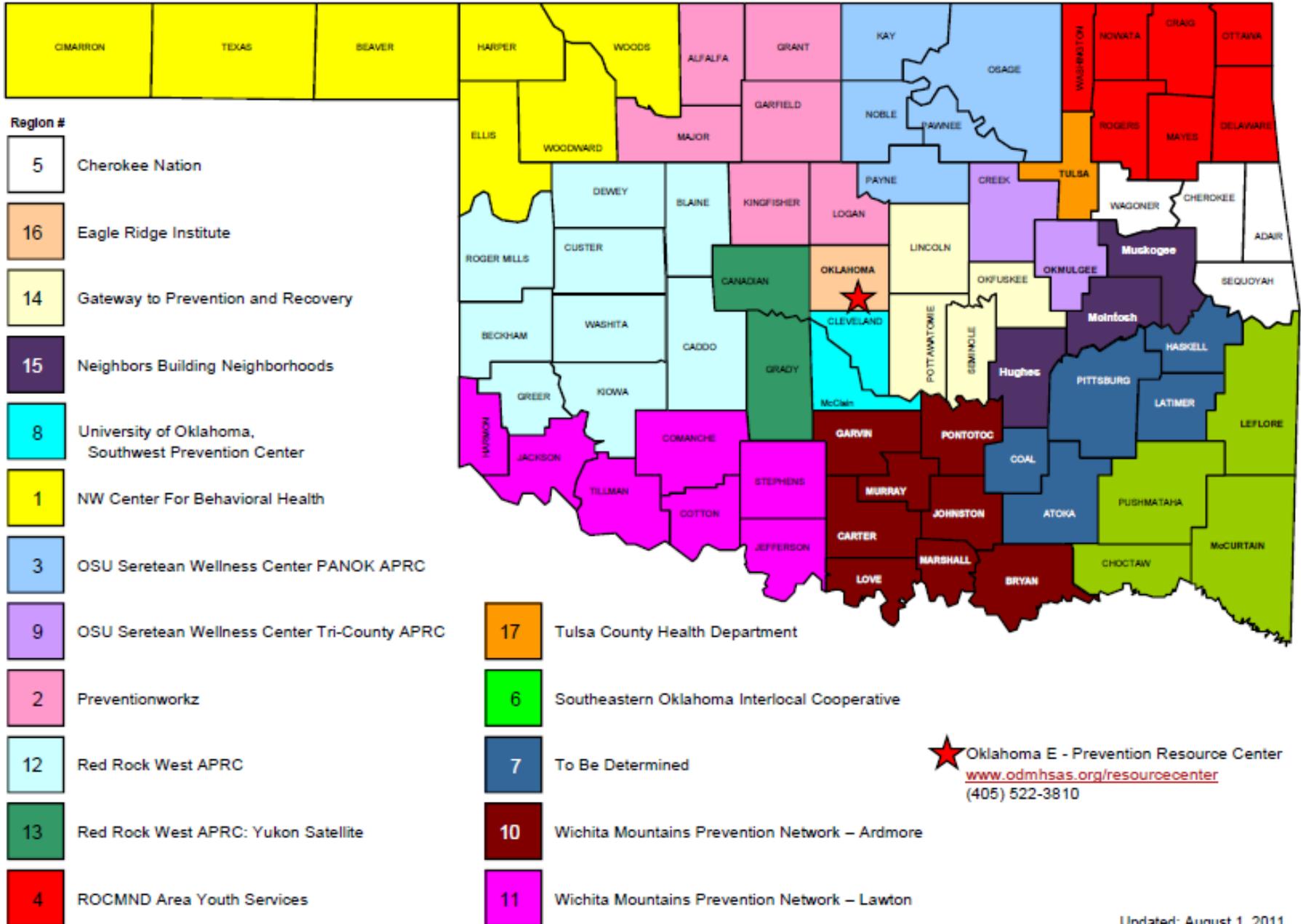


Regional Prevention Coordinators



★ Oklahoma E - Prevention Resource Center
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Strategic Partnerships



A **Strategic Partnership** is a relationship between two or more parties to pursue a set of agreed upon goals or to meet a critical need while remaining independent entities.

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Strategic Partnerships



Strategic Partnership differs from a coalition:

- May not be long term, perpetual
- Typically do not share overall vision, identity
- Driven by a specific task/outcome

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Strategic Partnerships Require:

- 1** A **Strategic Partnership** requires a strategy – the partnership must be driven by the need to bring about a specific change/outcome. Therefore, you must know what the desired outcome is and monitor progress toward it.
- 2** A **Strategic Partnership** requires common ground – common ground does not have to mean a shared goal, rather an agreed upon goal based on a shared understanding of what is required.
- 3** A **Strategic Partnership** requires an “ask” – strategic partners look to you to provide the solution and propose their role in accomplishing the solution. You often cut a deal with the partner to achieve the outcome.
- 4** A **Strategic Partnership** requires credibility by the initiator.

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Strategic Partnerships



A SHORT FILM BY **infoteam**

<http://www.youtube.com/user/InfoteamConsulting#p/a/u/1/PtJBVhkL1Eg>

The concept of strategic partnerships borrows heavily from business principles.

Think about your role in prevention as being a salesperson.
What key principles translate?

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