Strategic Partnerships

How to bring macro-level thought to micro-level application
How do we build winning strategic partnerships?
1. Focus and Simplicity
2. Know your Audience and Perspective
3. Ability to Adapt and be Flexible
4. Inspire with your Stories
“That’s been one of my mantras – focus and simplicity. Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it’s worth it in the end because once you get there, you can move mountains.”

- Steve Jobs
Focus and Simplicity
“If you can’t explain it simply, you don’t understand it well enough.”

- Albert Einstein
Stay in your Lane
An Example of Purpose and Process

1. Safety/Prevent harm
2. Organize and expedite the flow of individuals in need
3. Provide information and other support for providers and clinicians
2. Know Your Audience and Perspective
To be effective in business, you need to know who you’re selling to
Gaining Perspective – Get in the trenches

Put yourself in their shoes

• Police – do a ride along
• Mobile Team – do a ride along
• Emergency Dept. or Crisis Stabilization Unit – spend a peak volume shift observing
• Callers – call your line anonymously
• Staff – spend time with each type of staff
  • Call center staff
  • Administrative staff
• Meet regularly with stakeholders
• Look at other industries
• Be transparent
  • Share the successes and challenges
3. Ability to Adapt and be Flexible

“Those who cannot change their minds, cannot change anything.”
- Bernard Shaw
FLEXIBILITY

Not every situation is covered in the training manual.
Staying Ahead of the Curve

- Billing Health Care for Services
- Disaster/Tragedy Support System
- Partnerships with Greater 2-1-1 Continuum
- Social Determinants of Health
- Partnerships with 1st Responders
- Partnership with Crisis Line Programs
Inspire with your Stories
Tips for gathering stories

- Website survey
- Satisfaction surveys
- Directly from your employees
- Expectation to share inspiring stories at meetings
- Offer incentives for shared stories

Tips for sharing stories

- Social media
- Marketing materials
- Website(s)
- Employee intranet

“Stories are the creative conversion of life itself into a powerful, clearer, more meaningful experience. They are the currency of human contact.”
- Robert McKee
"I am the father of a son who is diagnosed with a mental illness and going through medication changes. I called in to ask questions and the person I spoke with was very nice. She gave me good suggestions and strategies for understanding the situation. It was enlightening and she was very empathetic. It was a good experience."
"Thank you for being there for me when I had no one. The deaths of Anthony Bourdain and Kate Spade really shook me - I realized they are never coming back and see just how fragile life is. If it wasn't for this service I might not be here today. So thank you, thank you - times a million."
Critical Components to Serve as *the* Link

- Alternative Payment Models
- Alternative Business Models
- Advocacy
- Education
- Technology
- Workforce Development
Where to start when building strategic partnerships?
Where to start when building strategic partnerships

- Local Red Cross
- Local Voluntary Organizations Active in Disaster (VOAD)
- FEMA
- Local first responders (fire, EMS and police)
- Public health
- Health plans
- Hospitals and healthcare systems
- State Medicaid leadership
- National Suicide Prevention Lifeline
- NAMI
- Local United Way

- Local veteran groups
- VA
- Local universities
- Homelessness coalitions/HMIS
- 9-1-1 dispatchers (APCO/NENA)
- Food banks
- Health information exchanges
- Local news outlets (TV, print, radio)
- Technology vendors (phone, internet, etc.)
Q & A
Four ways to develop strategic partnerships

1. Focus and Simplicity
2. Know your Audience and Perspective
3. Ability to Adapt and be Flexible
4. Inspire with your Stories
Why strategic partnerships are essential

There are plenty of airports without Air Traffic Control (ATC) towers,

BUT

There are never ATC towers without airports.
Therefore, the organization is only as effective as the community services they can connect to.
Don’t follow your passion, let it follow you.

Work passionately toward the hard but worthy goal of making an impact.
Thank You
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