

Partner Assessment Tool

Potential Partner: _____

Building a partnership requires significant planning up front. This tool can help you assess which potential partners show the most potential for your project.

Step 1: Determine Your Goals

Your goal(s) for partnership is:

Step One: List the goal for creating this partnership. The partnership is a means to an end, not an end in itself. At the CDC, partnership interventions should be identified as part of the CDCynergy planning process. Ask yourself: Who can help me with this specific goal? That is what's most important. Then consider when in the CDCynergy process, the partner needs to be involved.

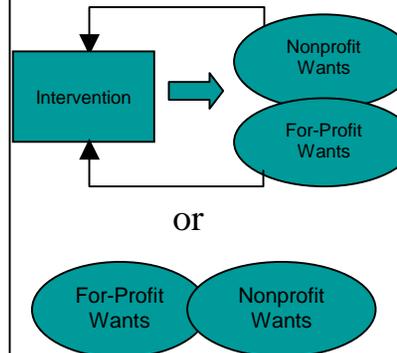
Step 2: Match

Identify potential partners using the *Universe of Possibilities* handout. Then evaluate the

Step Two: Often you must choose between potential partners to decide where to allocate energy and resources. Use this section to help determine if the potential partnership is a good fit. This could help you rank the potential partners. However, you may still want to pursue a partnership with a lower score because of other factors such as size or political considerations.

Step 3: Choose Model

Choose which type of alliance you plan to build:



Step Three: Decide what kind of alliance you are building: one where both sides have the same goal or co-occurring goals?

Step 4: Gauge Interest

➡ Consider value of the exchange: What's in it for them? How important is that benefit to partner?
 ⬅

Investigate potential interest with those who know the partner, and

Step four: Finally consider the value of this partnership from the partner's perspective. If you have gotten this far, you know the partnership is important to your goals. Can you stir the potential partner's interest as well?