

Strategic Alliances: getting buy-in for audience development projects

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From http://en.wikipedia.org/wiki/Strategic_alliance:

A **Strategic Alliance** is a relationship between two or more parties to pursue a set of agreed upon goals or to meet a critical business need while remaining independent organizations. (...)The alliance is a cooperation or collaboration which aims for a synergy where each partner hopes that the benefits from the alliance will be greater than those from individual efforts. The alliance often involves technology transfer (access to knowledge and expertise), economic specialization, shared expenses and shared risk.

Partner Assessment:

Partner assessment involves analyzing a potential partner's strengths and weaknesses, creating strategies for accommodating all partners' management styles, preparing appropriate partner selection criteria, understanding a partner's motives for joining the alliance and addressing resource capability gaps that may exist for a partner.

Tips:

- Be aware of your institution's strategic goals
- Use language in the strategic plan to sell your idea to management
- There is strength in numbers! Find one or several strategic partners in your organization to support your idea; line up their specific departmental goals with yours

Funder Strategic Plans:

Department of Canadian Heritage:

<http://www.pch.gc.ca/eng/1268597502197/1268597587817#a1>

Canada Council for the Arts:

<http://www.canadacouncil.ca/aboutus/StratPlan2011-16/default.htm>

Ontario Arts Council:

<http://www.arts.on.ca/Page525.aspx>

Research tips:

Municipal and institutional strategic plans are usually available online. When searching on your municipality's, funder's, or institution's official websites, use keywords such as:

Strategic plan ~ Objectives ~ Goals ~ Initiatives ~ Mandate ~ Mission ~ Vision