



STEP 1

Build your core internal team

Forming and deepening relationships — especially with nontraditional partners — is not easy. It takes a unique skillset and empowerment from the highest levels of your organization.

To build a successful team, look for the natural conveners, the senior people within your organization who have a way to build consensus on even the most challenging subjects. Consider the following characteristics:

- Bandwidth
- Ability to speak for your organization to external audiences
- Genuine curiosity
- Current and potential relationships

STEP 1 Deliverable:

Please determine the names of your core team members.

There are four recommended team roles. These will vary for each organization and in some cases, one person may play multiple roles:

- **Project Lead** – A designated hospital or health system representative who will lead the team (e.g., CEO, government relations executive, communications executive).
- **Relationship Builders** – Staff members who have the best relationships (or potential to build relationships) with organizations and individuals in the community (e.g., government relations executive, community benefits, or community affairs executive).
- **Liaison** – The person(s) who will share your activities and implementation of the steps with CHA (e.g., government relations executive, community benefits, or public affairs coordinator or analyst).
- **Seismic Planners** – Individuals who can best describe the investments and efforts made to protect workers and patients, with a focus on seismic safety standards (e.g., CFO, facilities management, engineers, etc.).