

**STEP 4**

Engage your community partners

This is the most pivotal part of this work. During this step, you will identify and build or strengthen relationships with key leaders and organizations that serve your community. These organizations and key leaders must be *not only those you already have relationships with, but also new and nontraditional partners who share common values and goals with your hospital* — service, empowerment, support, and care for your community.

The voices and support of these trusted leaders are vital to provide a local perspective that reflects key constituencies.

When building effective partnerships, you are looking for meaningful relationships that will grow and be mutually beneficial for both partners and the community. This begins with an organizational commitment and investment to engage and build trust with community partners.

This is a two-way relationship. Actively, and regularly, think about how you can give to the relationship, what you bring to the table or how you can help your partner meet a need, offer support, find a solution, or move an idea forward.

**STEP 4A:
Identify two to four
new and established
community partners.**

What to look for in a partner:

- Look for different. Don't just look for organizations that look the same, feel the same, are the traditional partnerships — explore diversity. Look for partners that are based in a different ethnic tradition, focused on different age segments or audience groups, or bring a unique perspective to the table.
- Identify partners who have strength in an area you are trying to build within your organization. Examine how your strengths are complementary to reach mutual goals.
- Look for common areas of interest or focus. Ask yourself, “What do we have in common?” “Where do our interests intersect?” A good partnership will find common ground around which to build. Do you both focus on behavioral health, serve or care for aging populations, for example? Maybe they also share a health focus or are concerned about a similar community issue?
- Assess existing partnerships for new opportunities to grow outside of your current partnership focus areas.

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STEP 4 Deliverables:

(A): Completion of meetings and hospital tours with at least two to four identified potential partners.

Examples of potential partners include:

- Nonprofit organizations
- Philanthropic organizations
- Faith-based organizations
- Behavioral health organizations
- Other health-related organizations
- Organizations representing the diversity within your community
- Youth organizations
- Organizations focused on aging population
- Elected officials
- Other public officials
- Business leaders

The Partnership Mindset

- Be willing to listen, learn, and grow. Each organization operates differently, with various processes, traditions, and norms. Good partners bring varied and complementary perspectives and strengths.
- Be ready to be flexible and adapt. In the areas of collaboration, be open to learning something new and be open to adjusting processes to make the partnership work.
- Determine how you will work together, how you will communicate and interact, what issues you will undertake, and the roles of each organization.

STEP 4B: Outreach and engagement with partners.

- Meet with partners to share your seismic story (from step 2) and the issues surrounding seismic requirements.
- Conduct seismic facility tour with partners (from step 3).