
Engaging Partners and Strengthening Coordination Partnerships – Session 4, Group 2

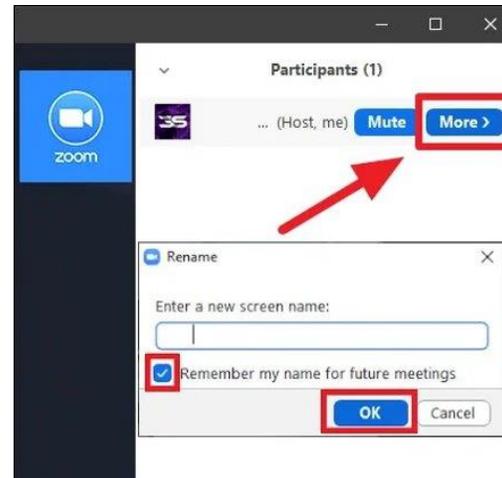
December 2, 2021



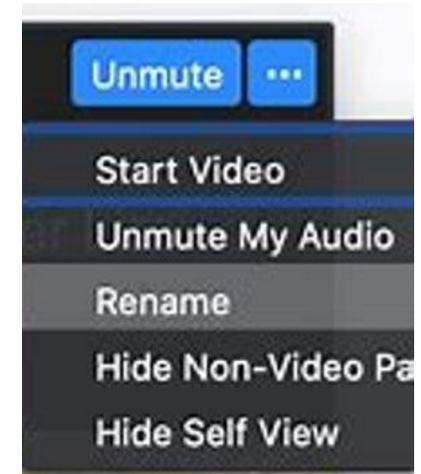
Introductions



If available, please use video.



OR



Please add county to your Zoom participant info.
Example: Leah, Del Norte

Today's Session

- Partnership Challenges and Related Strategies
 - Turf-ism
 - Turnover
 - Differing Priorities

Turf-ism

Turf-ism

- 'Turf-ism' can be defined as the non-cooperation or conflict between organizations with seemingly common goals or interests
- May be about resources, recognition, or control
- Threatens coalition vitality



7 Strategies to Address Turf-ism

- Acknowledge potential turf issues
- Talk details
- Shape collective identity
- Share decision making
- Appreciate member contributions
- Build bridges
- Remember the big picture

1. Acknowledge Potential Turf Issues

- Foster honest conversations
- Choose participants wisely

2. Talk Details

Allow time for a discussion of these questions:

- What is the core mission of your organization?
- What are your funding sources?
- What activities might threaten this funding base and what would enhance it?
- Who are your key constituencies?

3. Shape Collective Identity

- Build common focus and common commitment
- Share the limelight
- Allow members to have leadership roles

4. Share Decision Making

- Decide on how decisions will be made by group
- Create a clear decision-making policy

5. Appreciate Member Contributions

- Celebrate the success of the group and individual group member contributions
- Acknowledge the successes of participating organizations

6. Build Bridges

- Maintain a friendly, respectful tone in meetings
- Schedule meeting breaks
- Encourage small group/committee work
- 'Show up' for each other

7. Remember the Big Picture

- Revisit the coalition's purpose
- Share the 'why'

Discussion

- What are the most frequent causes of turf-ism in your county ?
- What strategies have you tried to address turf-sim?
- Can you think of another approach you may try in the future?

Turnover

Turnover

- ‘Turnover Tsunami’
- Voluntary U.S. turnover rate is 25%
- Common reasons for turnover: burnout, remote work, career change, career development, salary, personal reasons
- Social services have high rates of turnover
- Results in loss of time and institutional knowledge & increase in workload of others

https://caseyfamilypro-wpengine.netdna-ssl.com/media/HO_Turnover-Costs_and_Retention_Strategies.pdf

<https://www.forbes.com/sites/karadennison/2021/04/27/why-the-2021-turnover-tsunami-is-happening-and-what-business-leaders-can-do-to-prepare/?sh=11b6a5eb4e6d>

<https://www.talent-works.com/2021/07/no-one-is-talking-about-the-employee-turnover-crisis/>

<https://www.forbes.com/sites/karadennison/2021/04/27/why-the-2021-turnover-tsunami-is-happening-and-what-business-leaders-can-do-to-prepare/?sh=11b6a5eb4e6d>

Strategies to Address Turnover Impacts

- Avoid overdependence on certain partners
- Encourage duplication
- Promote a ‘culture of teaching’
- Develop structures, processes, and accountability
- MOUs

Discussion

- What strategies have you tried to address turnover?
- Can you think of another approach you may try in the future?

Differing Priorities

Differing Priorities

- Organizations have different priorities, based on vision, values, funding, etc.
- Differing priorities may make it difficult to get organizations to engage in a partnership or may make it difficult to prioritize goals and action steps once engaged

Considerations for Engaging Organizations with Differing Priorities

- Why is engaging this organization important to you?
- What should this organization care about home visiting coordination?
- What do you want from this organization?
- What can this organization gain from working with you?

Considerations for Engaging Organizations with Differing Priorities (Cont.)

- Are there particular individuals within the organization with power and credibility to promote this partnership?
- Are there other organizations or people that may help you reach this organization?

Discussion

- What strategies have you tried to engage partners with differing priorities?
- Can you think of another approach you may try in the future?

Thank You!

Heather Johnson

(703) 247-2627

johnson@jbassoc.com

www.jbassoc.com

