How to make partnerships successful
Leveraging Partnerships

• Need clear idea about user needs when building/developing prototype products and tools
  – Partnerships must be built around specific questions
  – Start at both the national and regional/local level
• Use translators that have credibility to make the connection between users and developers (e.g. extension, RISAs, state governments)
• Where should the partnerships be located? What is their role at each location
• Successful partnerships have a mutual investment
• Partnerships begin at the beginning of product development and should leverage both resources and outcomes in a way that the whole is greater than the sum of the parts
• Effective partnerships have synergistic outcomes
• Diverse user needs and requirements, use national associations that represent these needs
• Recognize it’s OK to make mistakes, successful partnerships take iteration and persistence