

## RECOMMENDED STEPS

### *Sustaining the partnership*

- ❑ Establish joint responsibilities and approval procedures for communications strategies and materials
- ❑ Establish approach for obtaining client feedback and measures of stakeholder satisfaction
- ❑ Identify contacts in partner organizations and appropriate communications channels and methods
- ❑ Obtain commitments from partners to communicate effectively (perhaps jointly) the details of the partnership and related expectations
- ❑ Maintain focus and try not to lose sight of the fundamental objectives of the initiative
- ❑ Set realistic and achievable goals that recognize political and organizational realities and resource limitations
- ❑ Maintain the flexibility to innovate and respond quickly to emergent opportunities and avoid too much formality and control
- ❑ Find ways to recognize the commitment of those involved