

PHASE 3

RESULTS FOR BETTER SUPPORT

MOBILISING RESOURCES
AND
NETWORKING



WHAT ARE THE RESOURCES I NEED ?

DO I HAVE THEM?

- Financial Resources - Funding
- Human Resources - Employees
- Educational Resources - Knowledge
- Physical Resources - Premises and equipment
- Emotional Resources - Support team

HOW TO MOBILISE RESOURCES?

- Get resources from a resources provider
- Build valuable contacts and networks
- Gather interest, support and in-kind contributions

SOME STEPS TO PLAN EFFECTIVE RESOURCE MOBILIZATIONS:

- Evaluate the need of resources
- Identify its type
- Locate the availability
- Effectively communicate and evaluate the quantity and quality of the required resources
- Identify the problems that may occur while mobilizing the resources, if needed
- Arrange funds for acquisition of resources



HOW TO MOBILISE OTHERS?

You mobilized the resources,
but you also have to do
something with your people.
In order to mobilize/motivate
them you have to:

- Make them know they matter by showing them how they can help.
- Include everyone in crafting vision, engage them if you expect them to be engaged.
- Create channels for service.
- Call people to rise up.
- Build confidence by connecting the inexperience with the experience.
- Honor effort and express gratitude along the way
- Rotate tasks and offer training.
- Track results - tell everyone what's getting done.
- Celebrate success.





COLLABORATIVE LEADERSHIP AND CO-CREATION

VALUE CHAINS WITH
SUPPLIERS



The outcome of combining collaborative leadership and co-creation will be a successful business that works smoothly with new ideas and content workers.

COLLABORATIVE LEADERSHIP HAS PROVED TO HAVE SEVERAL ATTRIBUTES:

- Participation of all the people involved
- Productive interaction and dialogue
- Shared expertise
- Flexible actions
- Commitment to the common actions and responsibility for them
- Negotiation in combining different interests
- Multiform decision-making
- Balance between confidence and control
- Multiform evaluation.



Engaging in co-creation projects is important to foster the discovery of customer interest and value, and then turn it into innovation and competitive advantage.

CO-CREATION PROCESS IS DIVIDED INTO:

- 1 setting objectives
- 2 selection of arenas
- 3 engagement with collaborators
- 4 choice of project tools and processes
- 5 defining contracts with stakeholders.

CO-CREATION OBJECTIVES CAN BE CLASSIFIED INTO:

- Generation - to solicit ideas, suggestions or designs
- Refinement - to refine one or more features of a target product or service
- Creation - to develop a prototype of an entirely new product or service

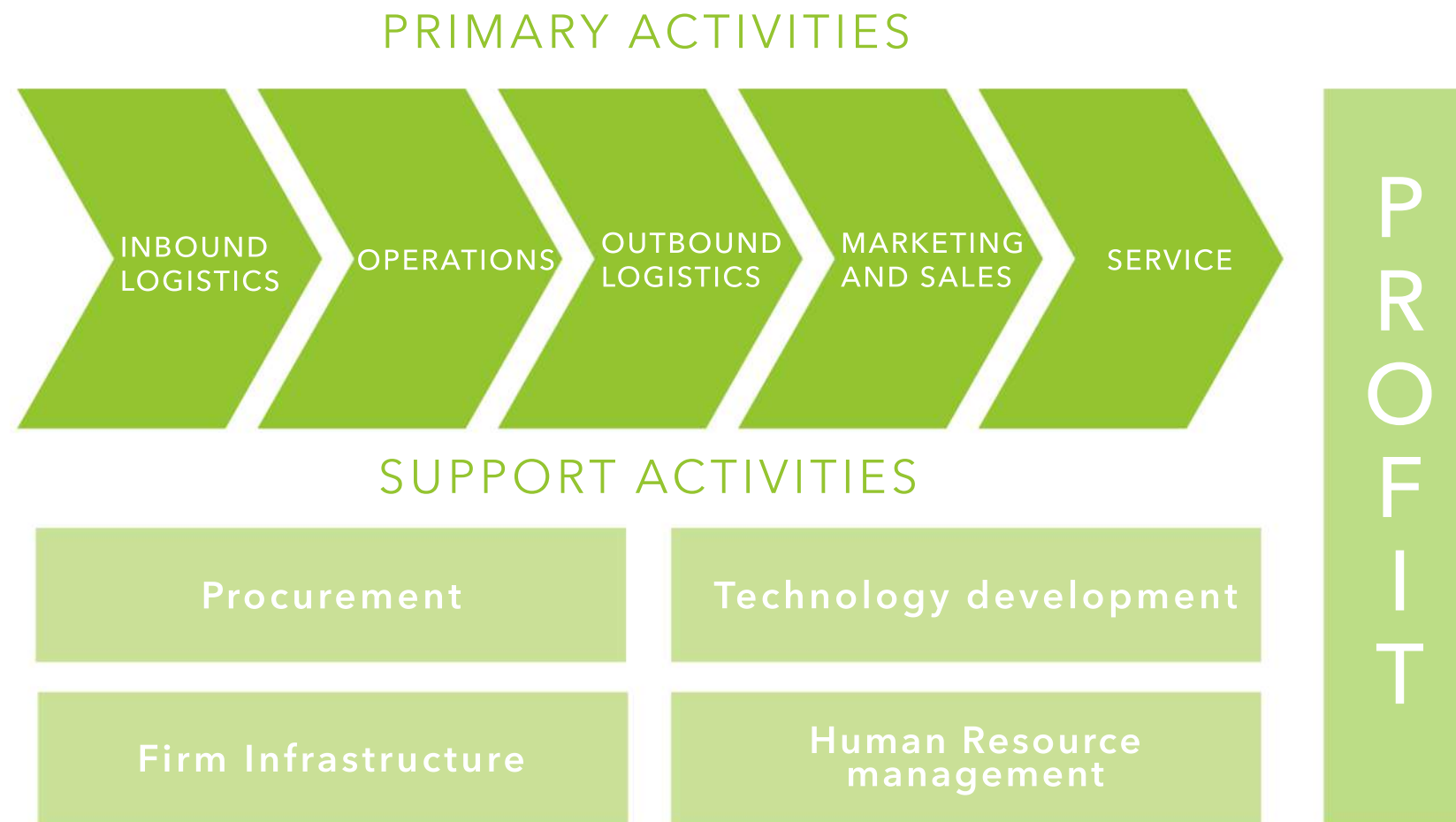


A value chain is a set of activities that an organization carries out to create value for its customers.

The way in which value chain activities are performed determines costs and affects profits. The value chain activities can be divided into two broader types:

- **Primary activities** - related directly to the physical creation, sale, maintenance and support of a product or service
- **Support activities** - reinforce the primary functions above.

Porter's Value Chain Model



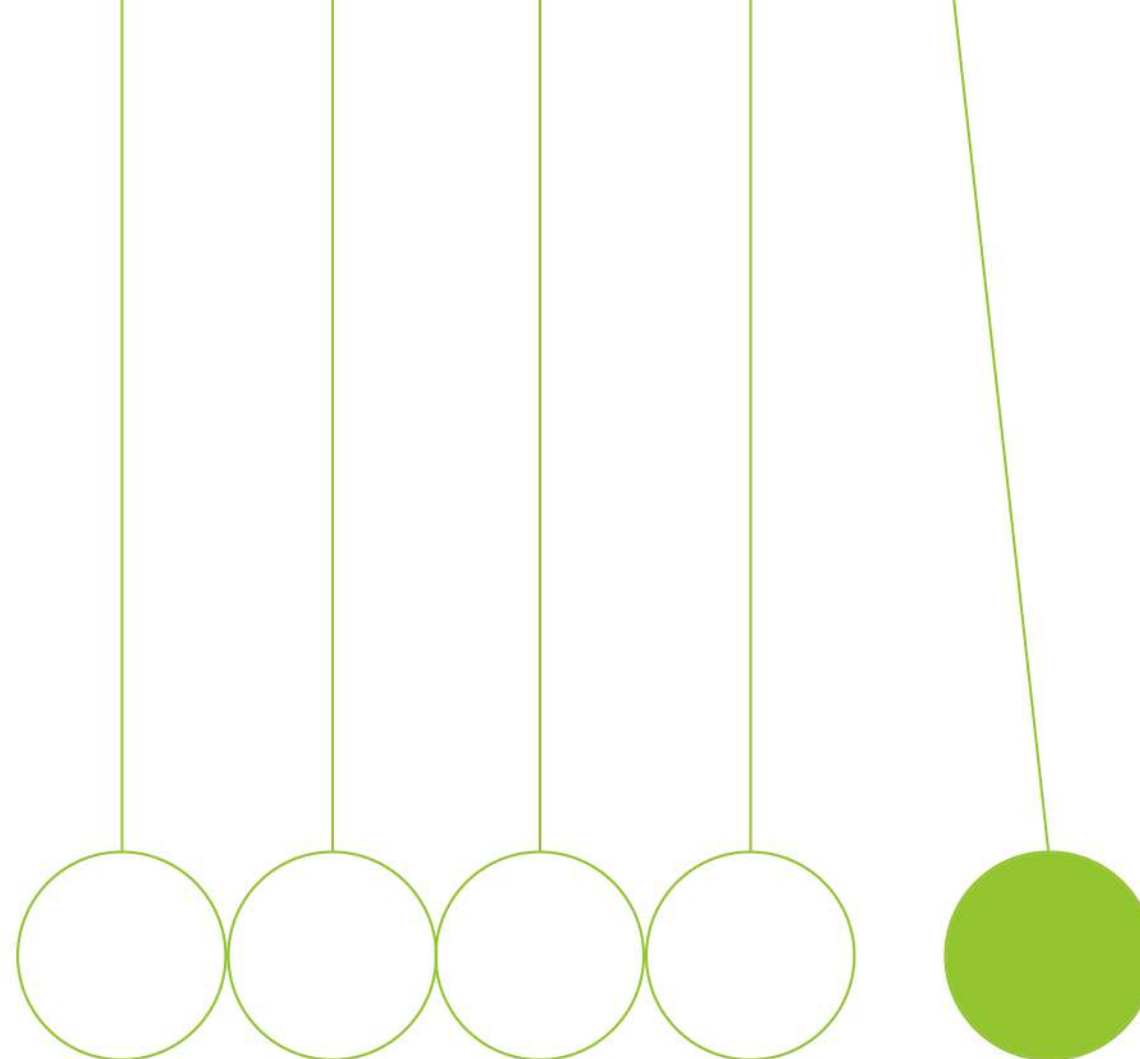
In the value chain, activities are not independent, but rather related by linkages within the value chain.

Decisions made in one value activity may affect another value activity.

Clear communication between and coordination across value chain activities are therefore just as important as the activities itself.



THANK YOU



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BUILDING NETWORKS AND COLLABORATIONS

The **success** of any business is pegged on its ability to create **cooperative networks**.

Having a great and extended network helps you create a more collective and cohesive voice as a business.





There is a strategic planning process that should be used in order to make your work and life easier.

It's the V-M-O-S-A process
That means:

- Vision
- Mission
- Objectives
- Strategies
- Action plan



VISION

Your vision communicates what your organization believes are the ideal conditions for your community – how things would look if the issues important to you were perfectly addressed.

MISSION

An organization's mission statement describes what the group is going to do, and why it's going to do that. Mission statements are similar to vision statements, but they're more concrete, and they are definitely more "action-oriented" than vision statements.



OBJECTIVES

Objectives refer to specific measurable results for the initiative's broad goals. An organization's objectives generally lay out how much of what will be accomplished by when.

There are three basic types of objectives:

- Behavioural objectives
- Community-level outcome objectives
- Process objectives

You have to decide on SMART objectives:

- Specific
- Measurable
- Attainable
- Relevant
- Time Bound



STRATEGIES

Strategies explain how the initiative will reach its objectives. Generally, strategies range from the overly broad to the very specific.

Five types of specific strategies can help guide most interventions. They are:

- Providing information and enhancing
- Enhancing services and support
- Modify access, barriers, and opportunities
- Change the consequences of efforts
- Modify policies



ACTION PLAN

It describes how the strategies will be implemented to accomplish the objectives.

Action steps are developed for each component of the intervention changes to be sought.

These include:

- Action step(s): What will happen
- Person(s) responsible: Who will do what
- Date to be completed: Timing of each action step
- Resources required: Resources and support (both what is needed and what is available)
- Barriers or resistance, and a plan to overcome them!
- Collaborators: Who else should know about this action.



WHAT MAKES A PARTNER?

A partnership is a sharing relationship that is not purely transactional. It is built on the combinations of value from businesses, which don't depend on paying each other for a service.

Often the key drivers of a true partnership include:

- Acquisition of resources
- Optimization & economy of scale
- Reduction of risk & uncertainty



WHAT MAKES A PARTNER?

What makes a partnership successful though?

- Mutual respect within a partnership
- Sharing the same ambition, vision, and passion
- Different skills of both partners which complement each other
- Supporting each other's strengths and weaknesses
- Communication
- Clear partner roles
- Goal setting



The partnership canvas, a prototyping tool for modeling key business partnerships, will help you judge the potential from the onset.

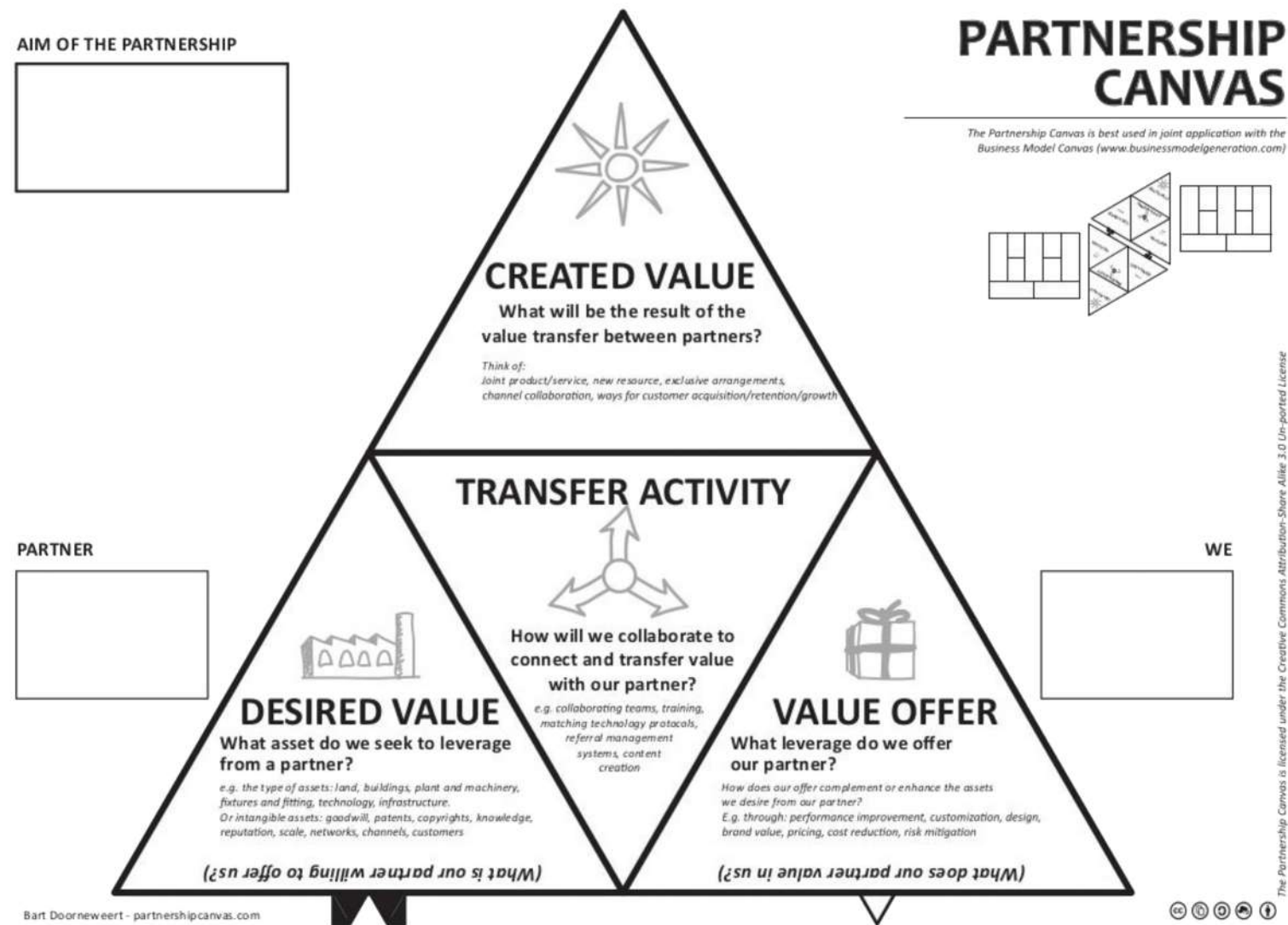


IMAGE SOURCE:
<https://www.slideshare.net/doorn018/partnership-canvas-27-full>

CREATE TRUST & MANAGE CONFLICT

Trust is mysterious and often elusive. No one can tell you exactly where it originates or how it develops. The trust process is incomprehensible. You can't fake it. You can't go through the motions or pay for it. There are seven concrete actions that build trust in a business environment.

These actions build trust through communication, commitment and competence.

- Demonstrate that you trust others.
- Create relationships that are mutually beneficial.
- Directly address issues.
- Tell the truth.
- Be flexible and patient.
- Respect their time.
- Deliver the unexpected.



CREATE TRUST & MANAGE CONFLICT

Conflict resolution involves having a workplace that precludes conflict and a management team that successfully handles and resolves workplace issues.

There are five different approaches to resolving a conflict:

- Avoiding
- Accommodating
- Compromising
- Competing
- Collaborating



CREATE TRUST & MANAGE CONFLICT

To choose the best conflict resolution method in any given situation, you need to consider several factors, such as:

- How important your desires are.
- The impact on you or others if your desires are not served.
- The consequences of choosing to be more assertive.
- Whether a collaborative or cooperative solution exists.

Examples of conflict resolution skills that can help you include the ability to:

- Listen effectively.
- Identify specific points of disagreement.
- Express your own needs clearly.
- View conflict as an opportunity for growth.
- Focus on specific issues without generalizing or escalating the situation





THANK YOU