



Strategic Communications for Results.
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The Performance Partnership Model provides a simple structure for solving complex problems. Teams worldwide have used it to address issues that include reducing teen pregnancy, restoring salmon populations, tackling juvenile crime, slashing tobacco use, and increasing national security. The underlying belief is that diverse stakeholders, using a variety of strategies, can make a measurable difference. These loosely governed partnerships can be particularly effective in lean economic times, as they leverage creative solutions between unconventional partners at little or no cost.

A successful performance partnership begins with a group of partners interested in attacking the same issue. Partners move through a process that addresses four underlying questions:

- **Where are we now? (baseline).**
 - A jumping-off point against which to measure progress
- **Where do we want to be? (target)**
 - Full agreement on a single *measurable* outcome
- **How will we get there? (multiple strategies)**
 - An array of strategies—even competing approaches—to achieve the common goal
- **How will we know we are getting there? (measures)**
 - Measurements that gauge both process and outcome. If measures move in the wrong direction, partners rethink strategies

Performance Partnerships often are launched with a one- to two-day gathering, where partners answer the four questions and create an action plan based on a common, measurable target.

Dawn Robbins, engaged in Performance Partnerships since their inception in the 1990s, supports groups to develop successful team efforts. Her company can help set the stage for a successful summit with a sound baseline and solid team of partners, move groups through the four-question process, establish appropriate roles and responsibilities for team members, coach catalytic leaders, and offer trainings in the Performance Partnership Model. For more information, contact Dawn Robbins at dawn@dawnrobbins.com or 503-774-4146.