

NH BUSINESS ACUMEN INITIATIVE | ADVANCING CROSS-SECTOR PARTNERSHIPS | CBO SESSION | 9.25.19

Objective: Participants will learn how to assess their markets for opportunities to create partnerships with healthcare organizations and how to create a business case to secure the opportunities. Participants will be equipped with resources and tools to enhance sustainability of the learning acquired.

Session Opening and Welcome: 9:00 am

Part One: Inside Out: 9:30-10:30 am

1. Share what we learned from the interviews, the readiness assessment results, and the market scan to illustrate what informed the design of the session.
2. Introduce the phases of partnership development and how this framework, in addition to organization readiness results can be the foundation for establishing a partnership development roadmap.

Part Two: Outside In: 10:30 am-12:45 pm

1. Introduce outside in thinking and its importance when establishing and launching a strategy to acquire a new client type (healthcare organizations).
2. Provide a snapshot of the "outside": recap what we learned about the market, and most importantly what about the market dynamics are encouraging cross-sector partnership as a viable strategy.
3. Demonstrate how to go about doing a market assessment and how to incorporate market assessment as an ongoing practice.
4. Discuss how to use market information, convert it to insight, and generate interest from the healthcare sector.

Grab Lunch: 12:45 -1:15 pm

Part Three: Beyond Interest, Create Demand by Building your Business Case: 1:15-3:30 pm

1. Highlight the steps to building a business case, factors that strengthen the case, and how to assemble convincing evidence to support the case
2. Review common pitfalls in making the business case
3. Discuss common objections and how to counter push-back from the health sector partner
4. Incorporate group work and introduce the business case tool

Session Close and What's Next: 3:30 - 4:00 pm