



7 tips to engage your partnership

Survey: Challenges

01

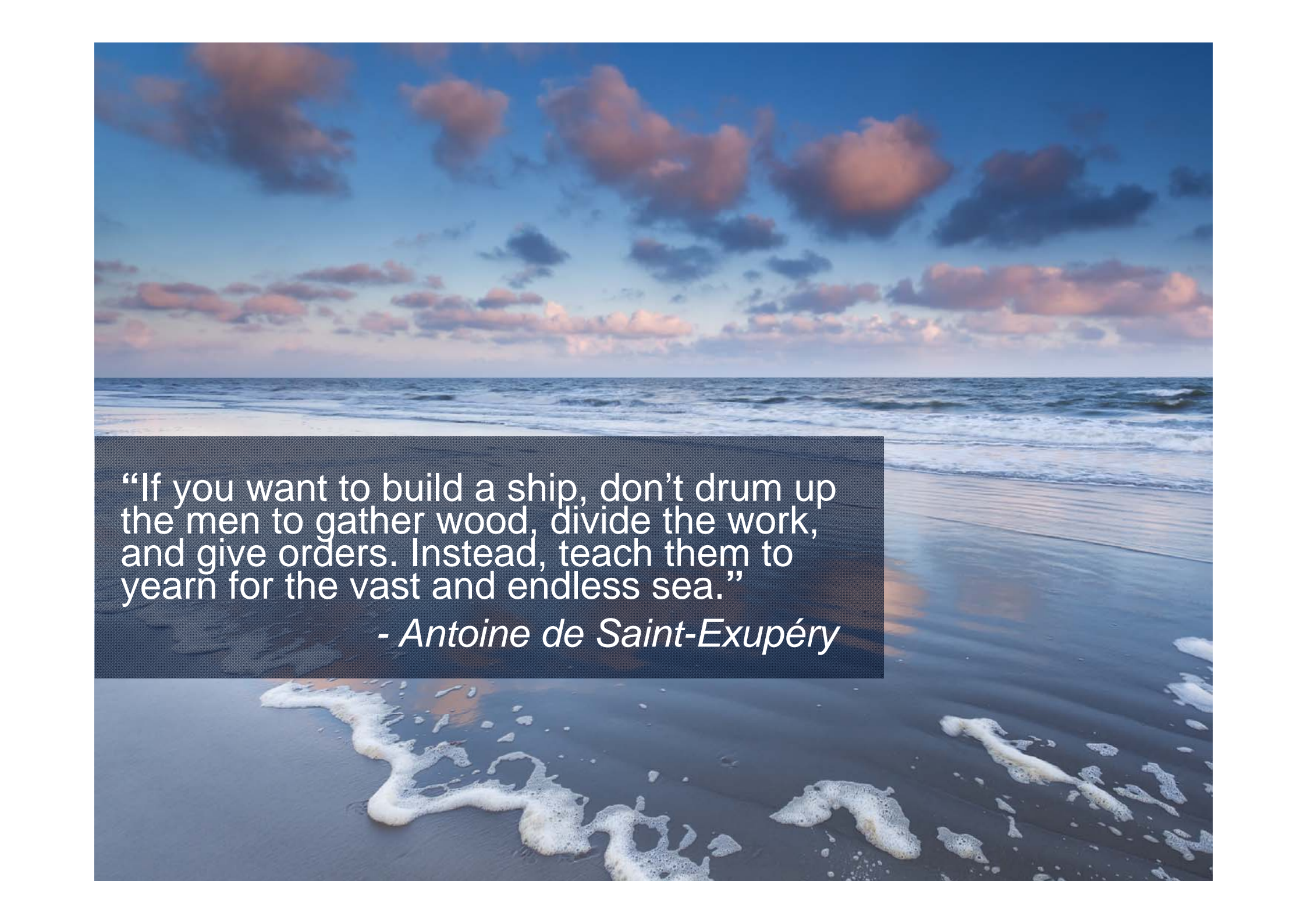
Receive info on
progress from
partners

02

Translate
communication
plan into local
activities

03

Tackle identity
and image issues,
create coherence
across countries



“If you want to build a ship, don’t drum up the men to gather wood, divide the work, and give orders. Instead, teach them to yearn for the vast and endless sea.”

- Antoine de Saint-Exupéry

Tip # 1: Build an internal story



- Tell your 'big picture' project story internally
- Develop a shared language
- Share challenges, failures and successes
- Inform and involve the project manager

*‘We are like islands in the sea:
Separate on the surface, but
connected in the deep’*

James Williams (quoted by Minister-President of Flanders
Geert Bourgeois at the North Sea Conference 2017)



Tip # 2: Meet & talk

- **Build human relations:**
Have physical meetings
Have social activities
- **Keep in touch:** Have frequent calls and virtual meetings



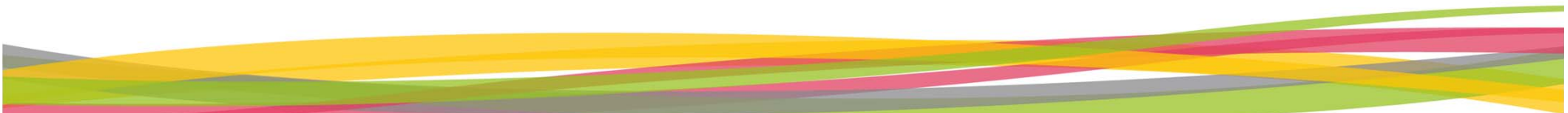
Tip # 3: Set clear expectations

- Set up a regular meeting schedule
- Set clear timelines
- Use team dashboards
- Be clear on partners' role



Tip # 4: Show active interest

- Ask them (often)
- Schedule one-on-one calls
- Recognise local success



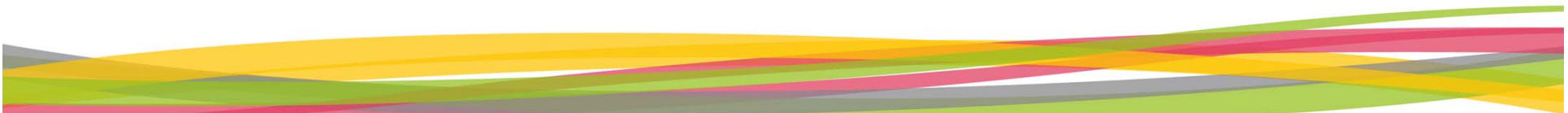
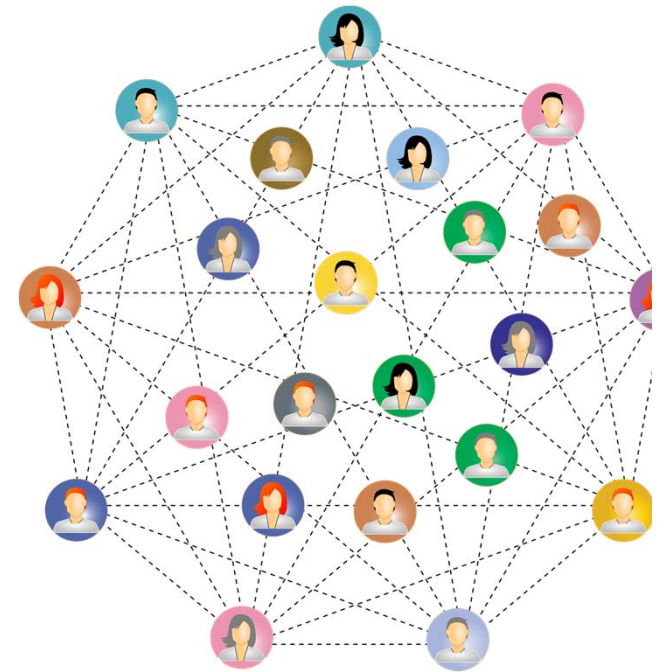
Tip # 5: Make participation easy

- Provide templates, guidance, tips
- Accept cursory and oral inputs
- Curate national stories
- Send out reminders (often)



Tip # 6: Empower partners to get involved

- Ask partners to present in virtual meetings
- Ask for ideas for joint communication activities
- Provide a knowledge exchange platform
- Create 'virtual watercoolers'





Agile Retrospectives Public

Boards

Members

[Template] SMART Goals

[Template] 5 Whys

[Template] Brainstorming /
Filtering

[Template] Circle of
Questions

[Template] Communication

[Template] Engagement

[Template] ESVP

[Template] Fertile
Conversation

[Template] Fishbone

[Template] Focus On/Focus
Off

[Template] Force Field
Analysis

[Template] Gifts

[Template] Glad Sad Mad

[Template] Health Radar

[Template] HHH

[Template] Hot Air Balloon

[Template] How are you
feeling today ?

[Template] Improvements
Brainstorming

[Template] Learning Matrix

[Template] Note To Self

[Template] Plus / Delta

[Template] Problem ->
Action

[Template] Punctual Paulo

[Template] Retrospective
Planning Game



Tip # 7: Communicate often

- Send frequent updates and reminders
- Get on the phone
- Use internal newsletters
- Ask for ideas, inputs, tips, from partners

