



BREAK THE ICE MEDIA

COLLABORATION SWEET SPOT FILTER

Using data from our Collaboration Impact Study, this tool is designed to help create a process for evaluating collaborative opportunities. The filter incorporates a checklist of benefits and ingredients for success that the study identified along with a scoring system to assist in making informed decisions.

The Collaboration Sweet Spot Filter can assist with identifying the goals, roles and expectations of the collaborative opportunity upfront; selling the collaborative opportunity to leadership and/or stakeholders; and establishing belief and trust in the collaboration from the start.

Collaboration/Project Name:

Potential Collaborative Partners:

Company Name:

Contact Name:

Company Name:

Contact Name:

Company Name:

Contact Name:

Company Name:

Contact Name:

Brief overview of the collaboration/project:

Instructions: Place a Y next to each evaluation statement that you know the answer to for the Potential Benefits and the Ingredients for Success sections. Each Y equals five points for a total of 100 possible points. A score of at least 60 points overall is recommended for it to be worthy of your time and consideration.

Potential Benefits

Y=5

1. Will the collaboration provide increased levels of innovation and/or fresh thinking?
2. Will the collaboration improve our organization's relevance to our customers, stakeholders and/or partners?
3. Are there economic benefits from participating in this collaboration?
4. Will we gain improved brand identity and/or organizational reputation if we join this collaboration?
5. Will we gain expanded knowledge or skills with respect to digital marketing, tools or other areas of interest?
6. Will we gain increased trust from our stakeholders, customers and/or partners if we join this collaboration?
7. Are there operational efficiencies that could be realized if we become a part of this collaboration?
8. Will the collaboration help us improve our organizational culture?
9. Will the collaboration help with employee satisfaction and/or retention?

Ingredients for Success

Communication

1. Is there a shared vision?
2. Are realistic expectations established?
3. Is there a plan for communication?
4. Are roles for each partner identified?

Commonality

1. Will the collaboration benefit all of the partners?
2. Are there strong champions for the collaboration?
3. Are the goals identified?

Commitment

1. Is there accountability in place for collaborative partners' contributions?
2. Are leadership teams well-informed for all participating partners?
3. Is there full commitment by all participants?
4. Are the resources available to see the collaboration through?

Total Points:

What's the score? A 60 or above makes this collaboration very likely to succeed and deserving of thoughtful consideration. Did the score come under 60? That doesn't necessarily mean the collaboration is not viable. Review the rows where you did not answer with a Y and consider having a conversation with the collaborative partners to see if you can get clarity on those points.