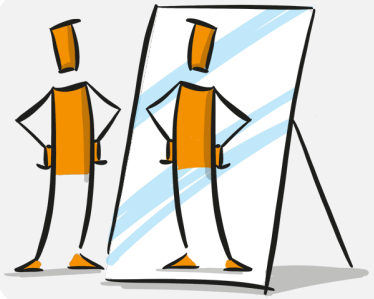
PARTNERSHIP
BROKERS ASSOCIATION
LEARNING • TRAINING • TRANSFORMING

PARTNERING for INNOVATION

Overview

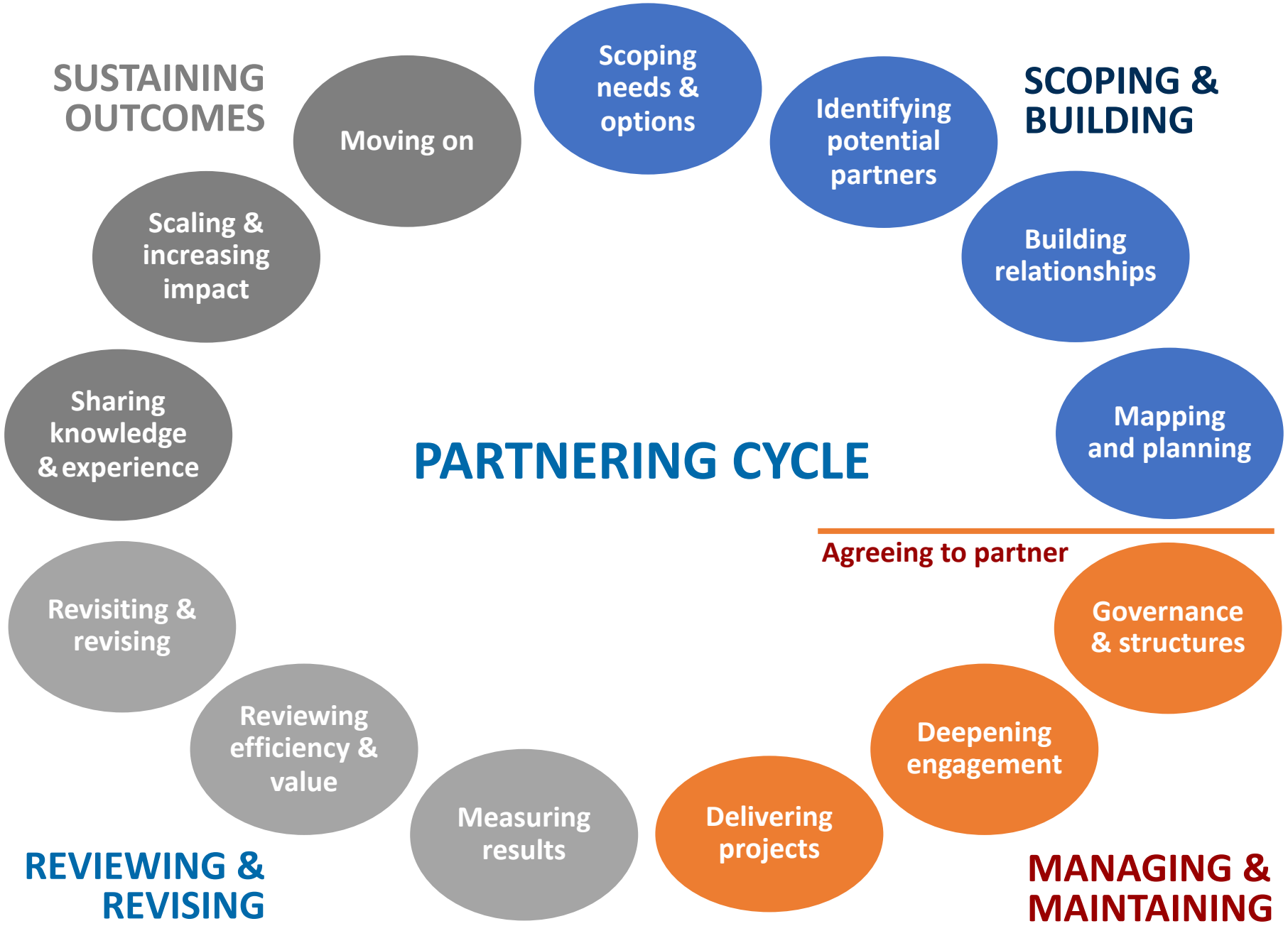
Partnering Cycle & Innovation



3 Reflections

3 Challenge Areas

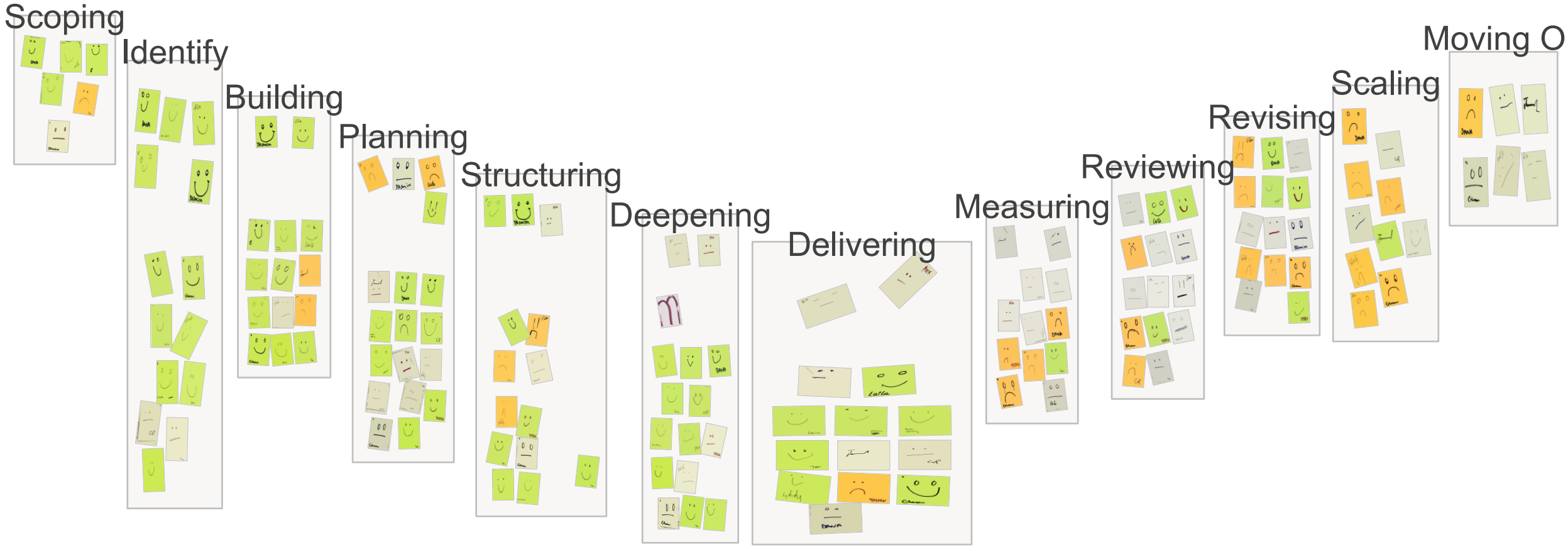
Innovation through the Partnering Cycle


SUSTAINING OUTCOMES
Moving on
Scaling & increasing impact
Sharing knowledge & experience
Revisiting & revising
Reviewing efficiency & value
Measuring results
REVIEWING & REVISING
Delivering projects
Deepening engagement
Governance & structures
MANAGING & MAINTAINING
Agreeing to partner
Mapping and planning
Building relationships
Identifying potential partners
Scoping needs & options
SCOPING & BUILDING
PARTNERING CYCLE

© PBA

Mapping Innovation across the Partnering Cycle

Results of Inter agency workshop in Jordan 2019



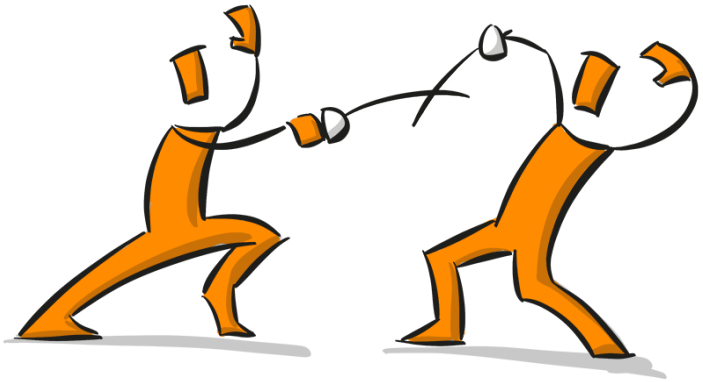
3 Reflections

Effectuation vs Causation

Swap the lens

Transformational to Transactional

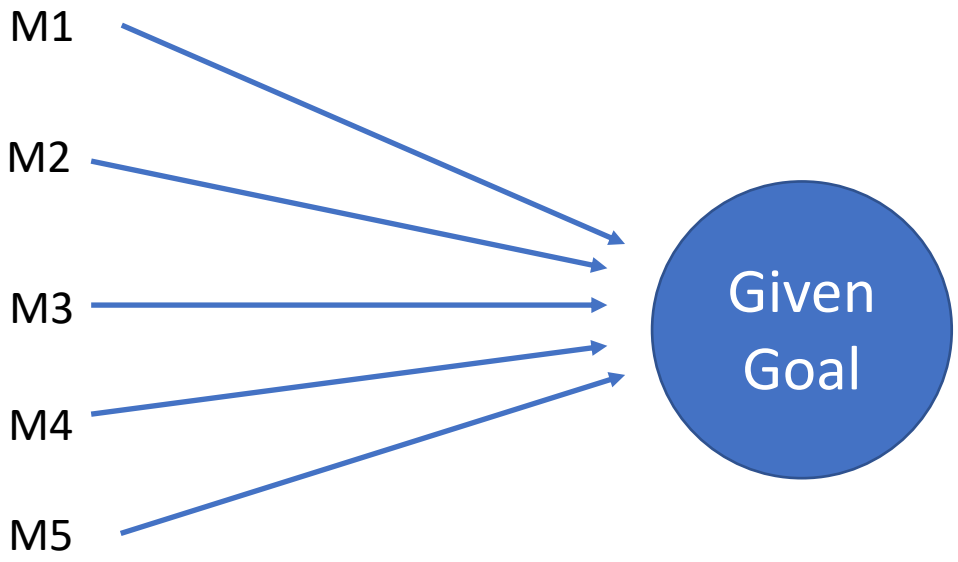
1. Effectuation vs. Causation



Effectuation Means and Goals

Managerial Thinking

Coordinating given means for a single goal



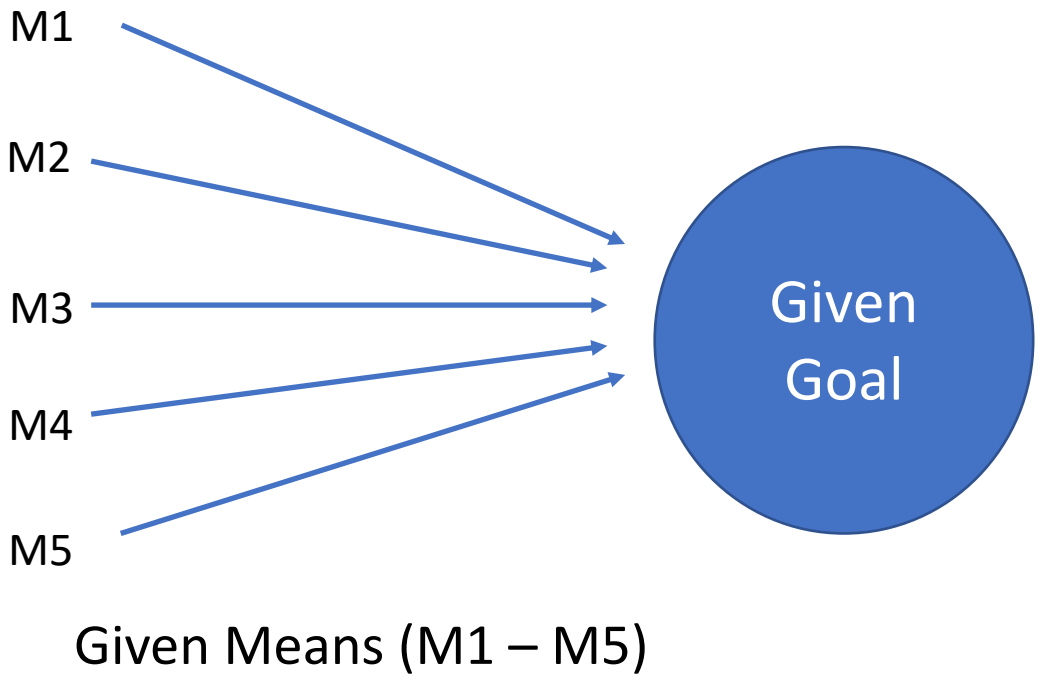
Given Means (M1 – M5)

Adapted from Futurelearn

Effectuation Means and Goals

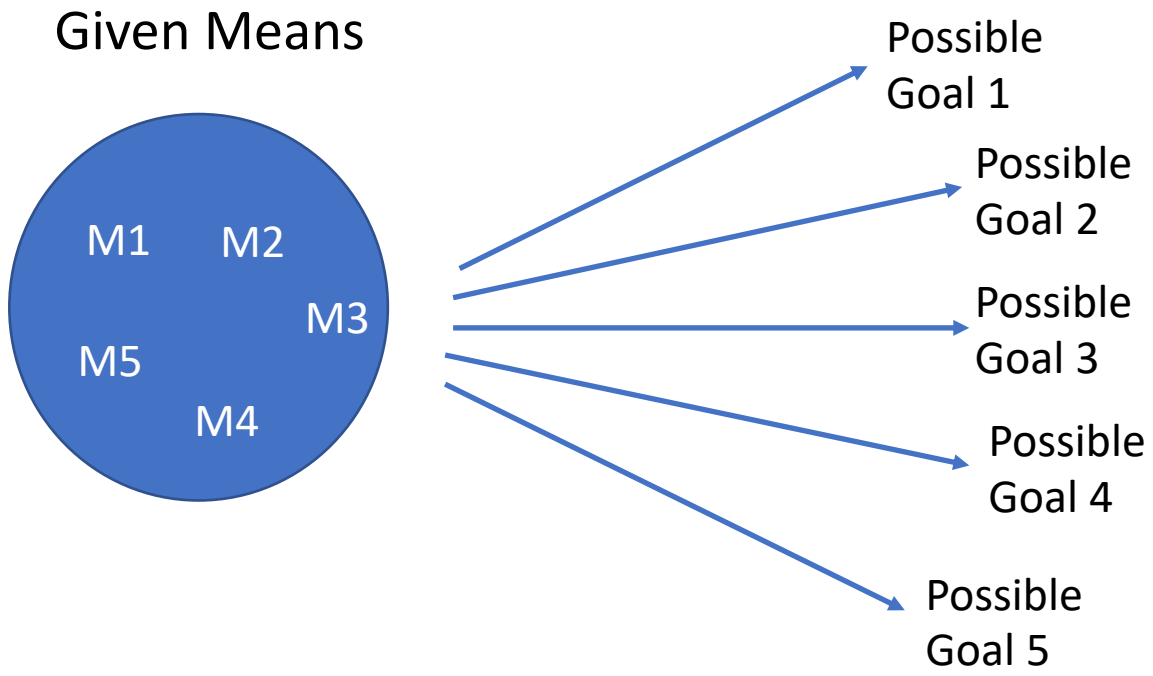
Managerial Thinking (Causal)

Coordinating given means for a single goal



Entrepreneurial Thinking (Effectual)

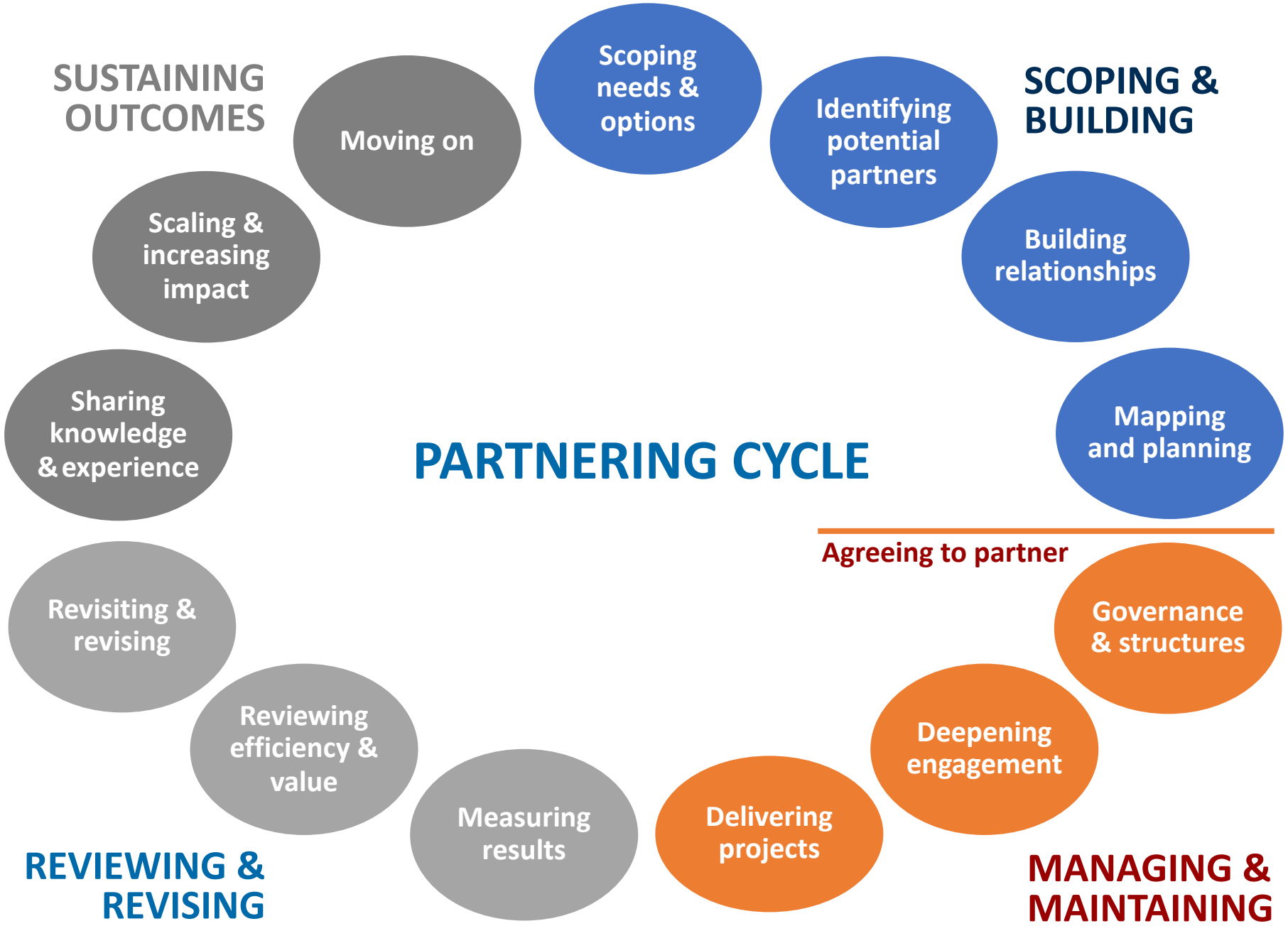
Imagining possible goals with given means



Adapted from Futurelearn

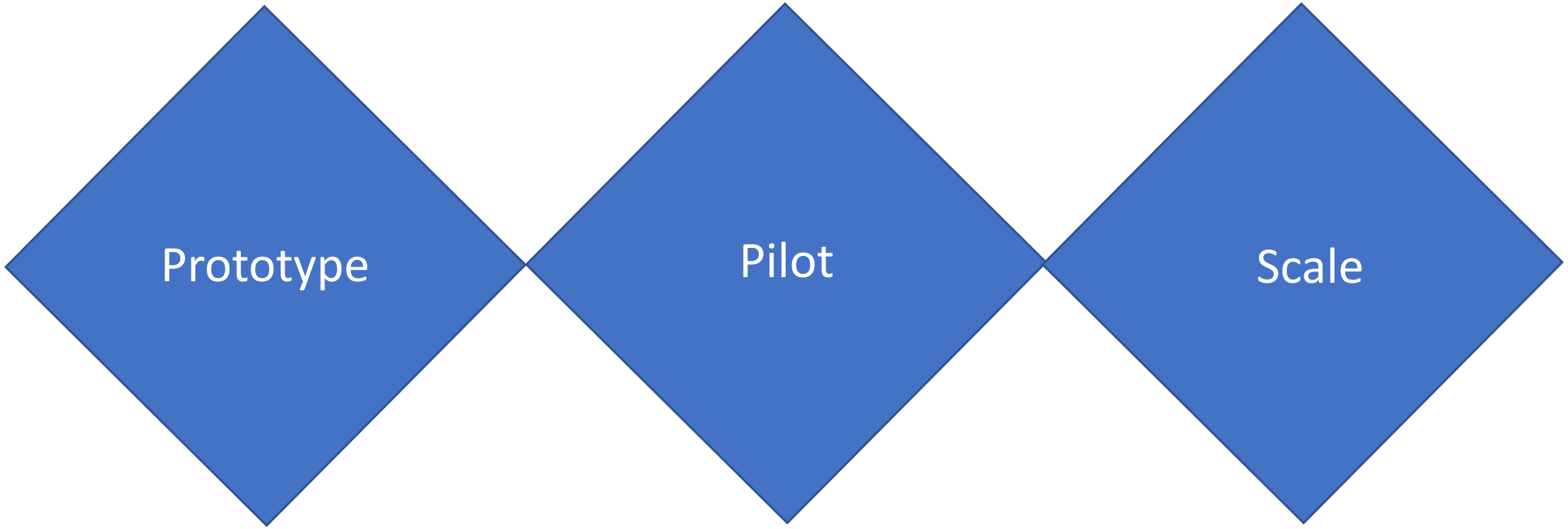
Effectuation Crazy Quilt

2. Swap the Lens


SUSTAINING OUTCOMES
Moving on
Scaling & increasing impact
Sharing knowledge & experience
Revisiting & revising
Reviewing efficiency & value
Measuring results
REVIEWING & REVISING
Delivering projects
Deepening engagement
Governance & structures
MANAGING & MAINTAINING
Agreeing to partner
Mapping and planning
Building relationships
Identifying potential partners
Scoping needs & options
SCOPING & BUILDING
PARTNERING CYCLE

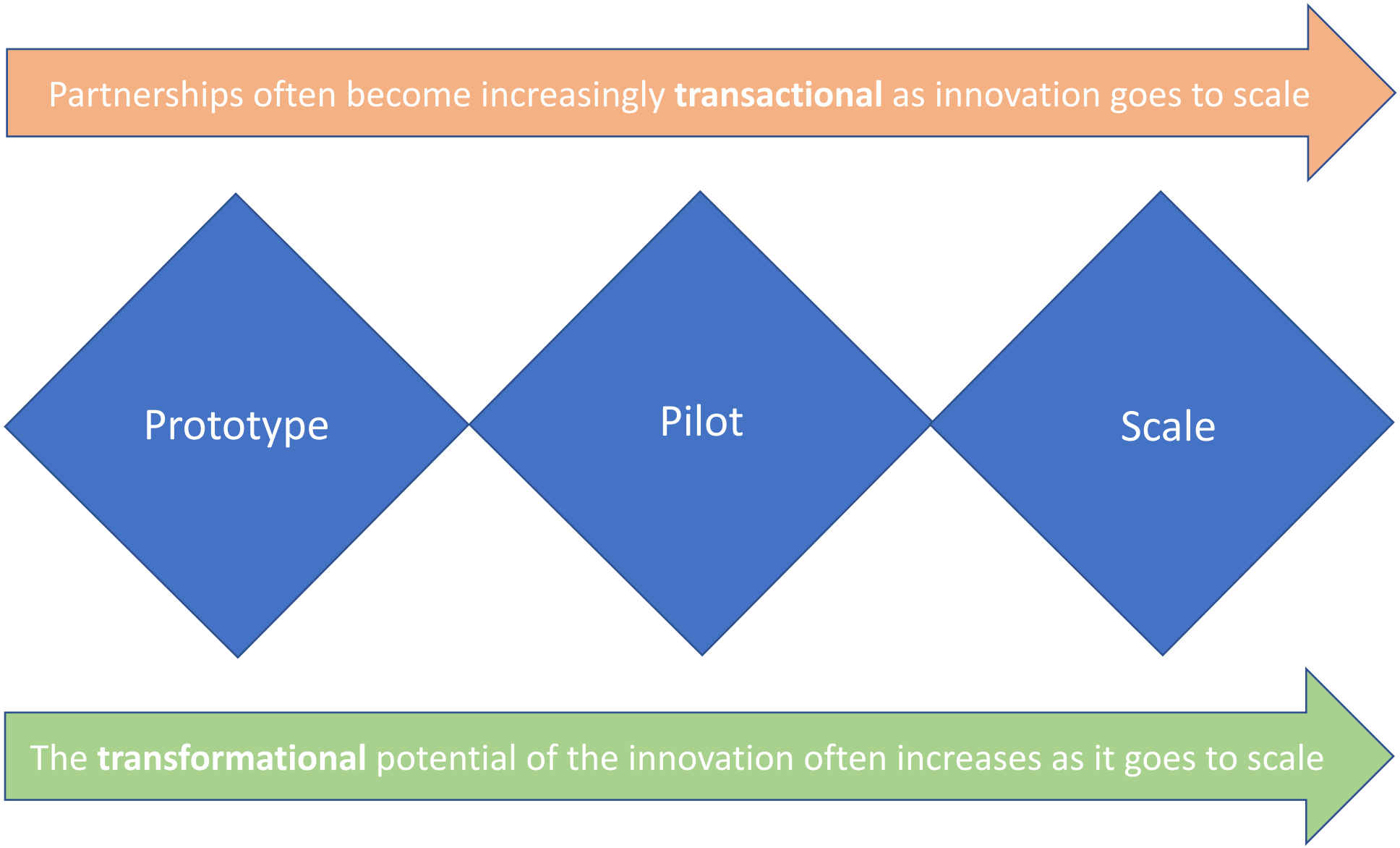
© PBA

Basic Innovation Process

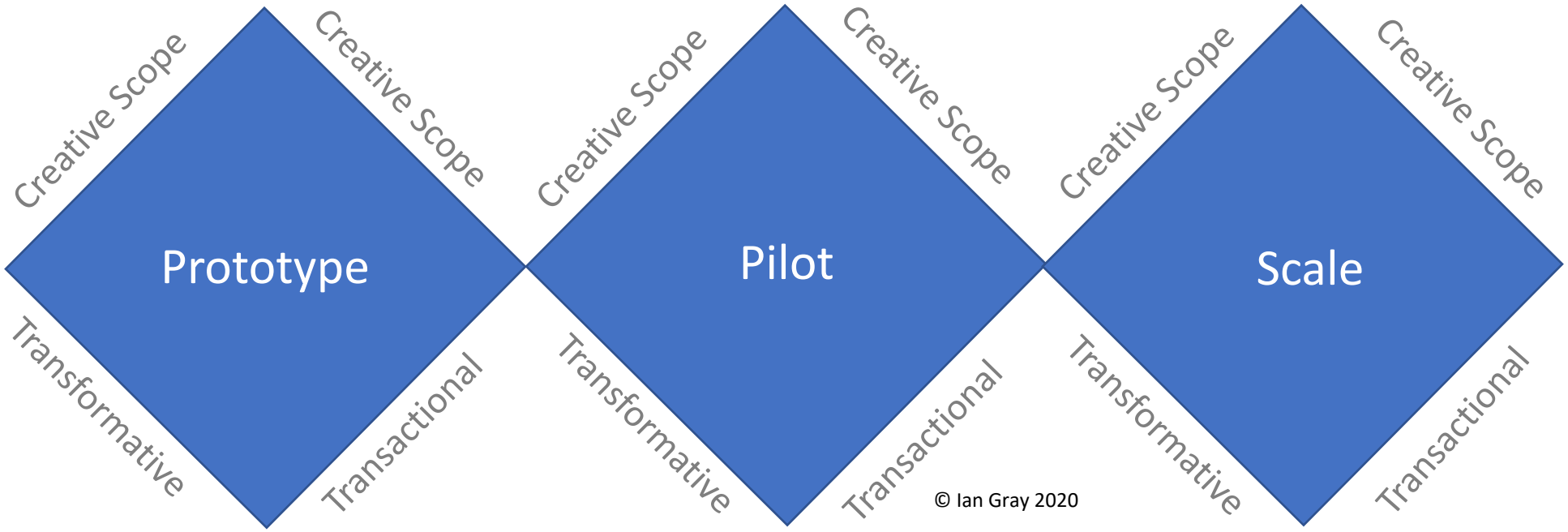


3. Transformational to Transactional

Transactional
Transformational

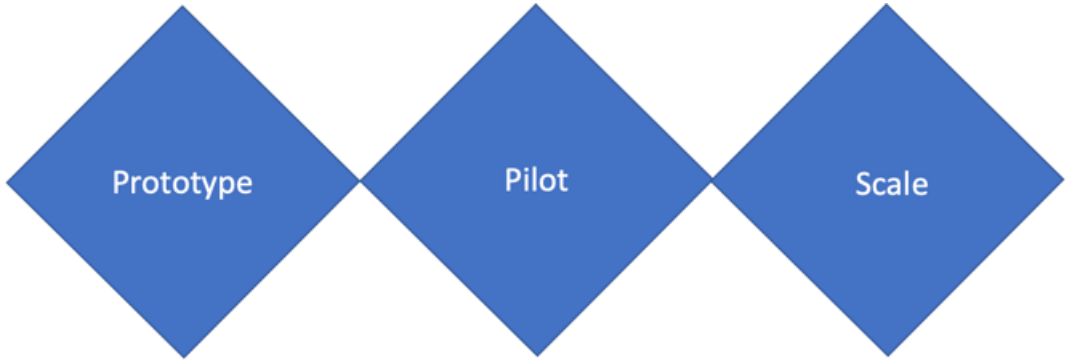

Partnerships often become increasingly **transactional** as innovation goes to scale
Prototype
Pilot
Scale
The **transformational** potential of the innovation often increases as it goes to scale

Partnerships through the Innovation Process



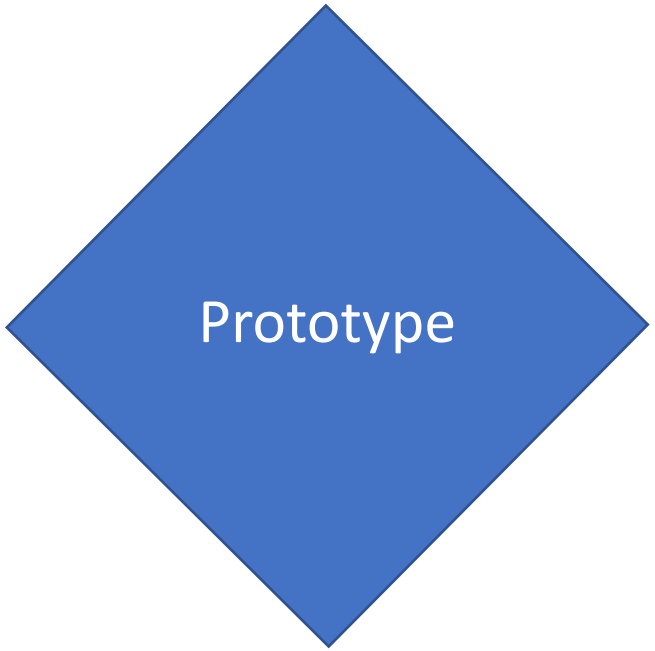
© Ian Gray 2020

Partnership challenges across the Innovation Process



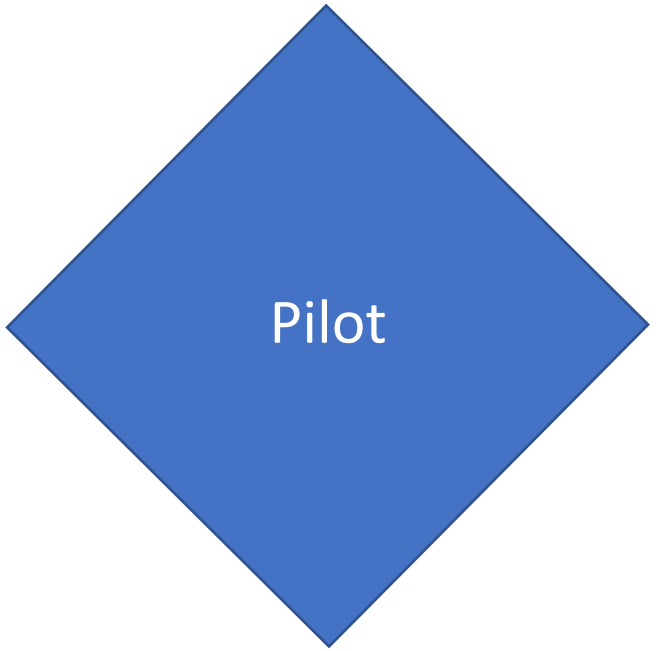
Challenges at Prototype Stage

- Different requirements
- Unknown level of value
- Moving from co-creation to partnership



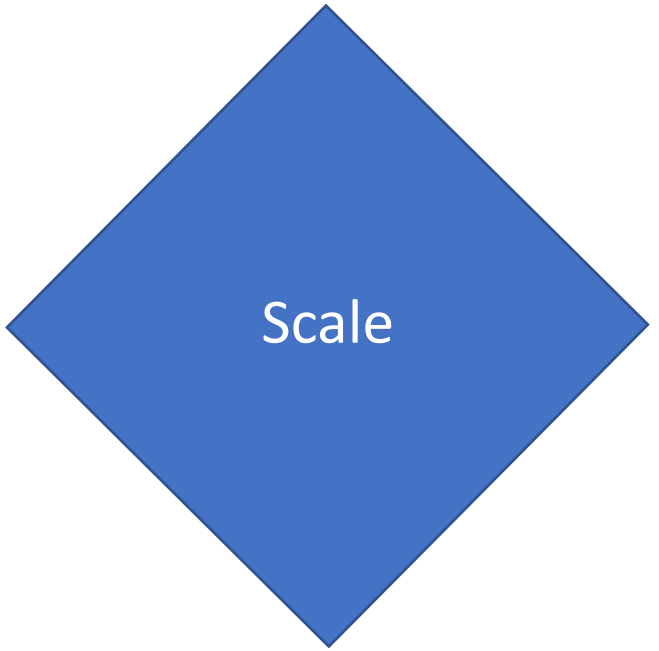
Pilots

- Searching for implementing partners
- New resources means new goals?
- Different clock speeds



Scale

- Capability and interest divergence
- Managing demands
- Transformational to transactional pressure



Thank you

Ian Gray
ian@graydotcatalyst.com