

A New Lens for Assessing the Value of Partnerships

Questions To Evaluate “Shared Values” Potential Partnerships

Traditional Partnership-Evaluation Questions

- By how much does the partnership increase exposure to our arts genre?
- Is the partnership innovative in our field?
- Does the partnership appeal to known sources of funding?
- Are we equipping people to appreciate our arts genre in the future?

Cross-Organizational Alignment

Does the potential partner have the same or complementary values?

Does the organization have some capability or access to audiences that we don't?

Can we both do better at advancing our shared value by working together?

Impact on Audience Progress against Shared Value

How many people will we be able to reach directly or enable our partner to reach through our partnership?

How many people will this partnership equip to advance our shared value?

How will this partnership improve the ability of people to make progress against our shared value?

Signal Value

Can our partner meaningfully boost our association with this shared value (or vice versa)?

Will our organizations' constituencies view this partnership as an authentic advancement of our shared value?

Does our partnership make it clearer to people what both we and our partner stand for?