

Strategic Partner Mapping

The strategic partner mapping tool is intended to help identify a list of potential partners, the level of engagement needed and existing strength of relationship with each partner, and to create an engagement plan for key partners.

There are five steps to strategic partner mapping:

1. Brainstorm a list of potential partners.
2. Identify desired level of engagement with partners, according to the SHA Engagement Continuum.
3. Identify existing strength of relationship with each partner.
4. Identify top 3 partners and a potential engagement strategy for each one.
5. Develop engagement plans.

The strategic partner map is a living document that can be updated with new partners as your project/goal evolves. You have the option of using this fillable form for partner mapping or the [Mural Strategic Partner Mapping Template](#).

****If using the mural template, please ensure you create your own copy of your partner map by clicking on the “Create Mural from Template” button at the top of the mural screen****

Step 1: Brainstorm a list of potential partners.

Potential partners can include

- Patients & families
- SHA staff, physicians
- First Nations and Métis Peoples
- Community and intersectoral organizations (e.g., business, not-for-profit, education, government, etc.)

Ensure you include under-reached and vulnerable populations in your list of partners if appropriate.

Checklist of Questions for Partner Identification:

1. Who are the communities, groups or individuals that may be affected by decisions, new projects, service delivery, etc.?
2. Who are the main traditional authorities in the area?
3. Which external organizations are aligned with this work?
4. Who are the underserved and/or under-represented people in the area?

Strategic Partner Table

Community & Intersectoral Partners	First Nations & Métis Partners	Patient & Family Partners	SHA Staff & Physician Partners	Other Partners

Step 2: Identify desired level of engagement with partners, according to the SHA Engagement Continuum.

The SHA Engagement Continuum has been adapted from materials created by the International Association for Public Participation (IAP2). Effective engagement can occur anywhere across the continuum. All levels of engagement are important and necessary. When deciding on the most appropriate level, carefully consider whether you will be meeting the aims of your proposed engagement and whether you can keep the promises of that level. To ensure the engagement meets the expectations of all participants, clearly identify the relevant level of participation at the beginning, make sure it is understood by all partners, and review it consistently throughout the engagement process.

SHA Engagement Continuum

	Inform	Consult	Involve	Collaborate	Co-Lead
Engagement Goal	To provide patients, families, First Nations and Métis Peoples, communities, partner organizations, staff, and/or physicians with reliable information to help in understanding the current state and opportunities for change.	To obtain feedback from patients, families, First Nations and Métis Peoples, communities, partner organizations, staff, and/or physicians on analysis, options, and/or decisions.	To work directly with patients, families, First Nations and Métis Peoples, communities, partner organizations, staff, and/or physicians throughout the process to address concerns and ensure that needs are validated and will be considered.	Patients, families, First Nations and Métis Peoples, communities, partner organizations, staff, and/or physicians are active partners in each aspect of the decision being made, including defining reasonable options and the preferred solution.	Decision-making is in the hands of patients, families, First Nations and Métis Peoples, communities, partner organizations, staff, and/or physicians, fostering participation and equity through partner-driven priorities.

	Inform	Consult	Involve	Collaborate	Co-Lead
Our Promise	SHA will: <ul style="list-style-type: none"> Keep you informed. 	SHA will: <ul style="list-style-type: none"> Keep you informed. Listen to you, and acknowledge your concerns, needs, and visions. Offer feedback on how your input influenced the decision. 	SHA will: <ul style="list-style-type: none"> Work with you to ensure your concerns, needs, and visions are visible in the solutions that are developed. Offer feedback on how your input influenced the decision. 	SHA will: <ul style="list-style-type: none"> Ask you for input and ideas to create solutions. Incorporate your input and recommendations into the decisions to the maximum extent possible. 	SHA will: <ul style="list-style-type: none"> Clarify scope of decision. Work with you as partners. Implement what you decide.

Transfer the list of partners from the table to the appropriate engagement level box on the Strategic Partner Engagement Map.

Strategic Partner Engagement Map

Inform	Consult
Involve	Collaborate
Co-Lead	

Step 3: Identify current strength of relationship with each partner.

Identify the existing level of relationship with each partner and colour code partners listed in the engagement map above according to:

- **There is a strong connection**
- **There is an opportunity for growth: A relationship exists but needs to be strengthened**
- **Intentional relationship building is required: Little to no relationship currently exists**

Share your draft Strategic Partner Map with others who may help you identify new or other important interested partners. You can post your Partner Map in an area where you and others can refer to it regularly.

Step 4: Identify top 3 partners and a potential engagement strategy for each one.

Questions to help determine your top 3 partners:

1. Reflecting on Step 2, what partners have you identified within the higher levels of engagement (e.g., partners within the Collaborate box)?
2. Reflecting on Step 3, who are the partners that you need to grow a relationship with to ensure success of your project (those with purple & red dots)?
3. What voices are not often or easily heard that need a targeted strategy to engage?
4. For each of your top 3 partners brainstorm the main ways to engage them (e.g., survey, working group, host an event).

Partner:	Partner:	Partner:
Engagement Strategy:	Engagement Strategy:	Engagement Strategy:
Purpose / Desired Outcomes:	Purpose / Desired Outcomes:	Purpose / Desired Outcomes:

Click here for a list of potential [engagement techniques](#).

Step 5: Plan for Engagement

Create a plan to build intentional relationships with the partners identified on your Strategic Partner Map using the tools on the [Engagement website](#), such as the [engagement planning worksheet](#).