



**EXECUTE YOUR PLAN:  
DEVELOPING RELATIONSHIPS WITH  
POTENTIAL PAYERS AND COMMUNITY  
PARTNERS**

December 2017



# Organizational Strategy



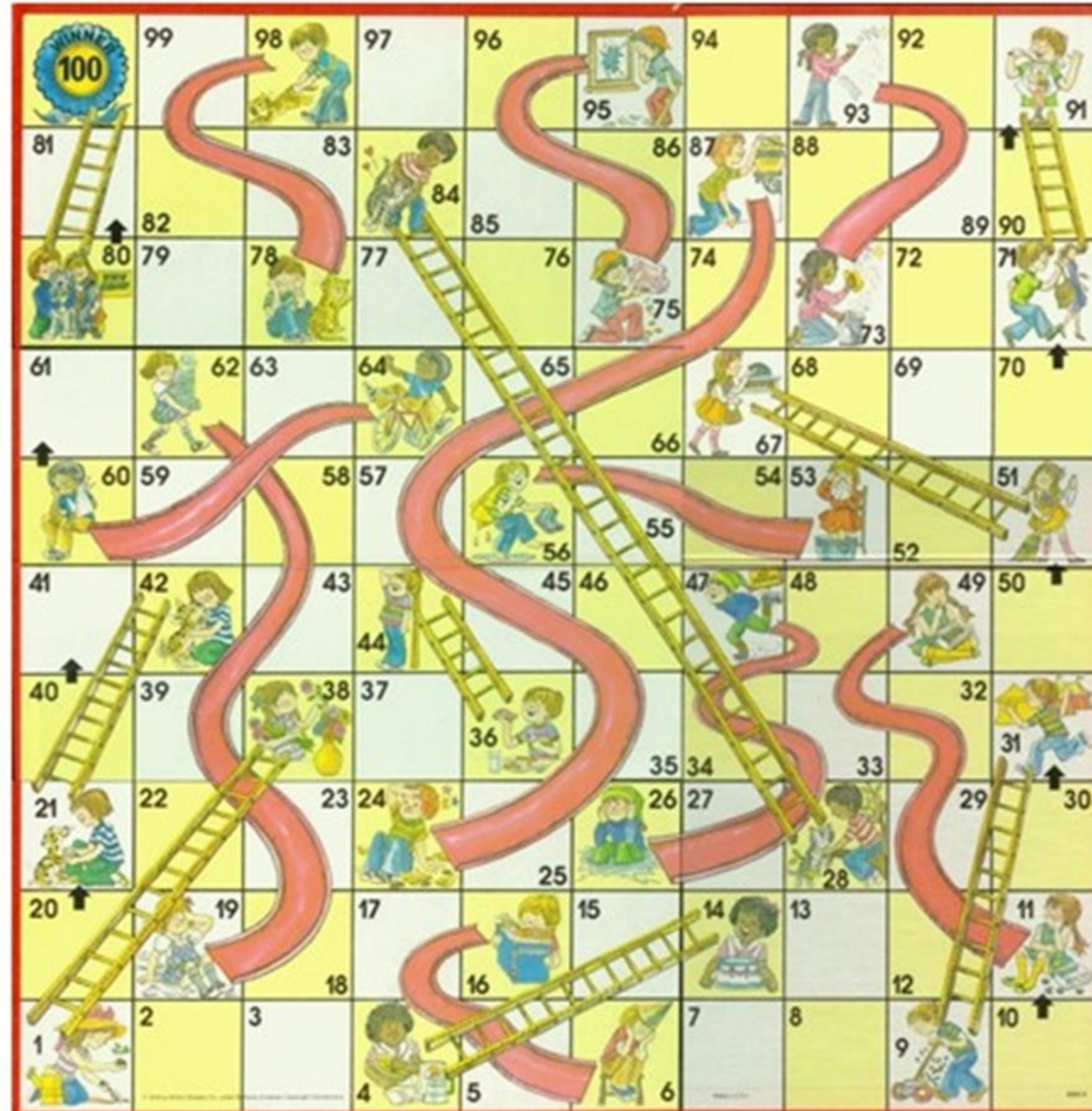
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- Organization Vision
- Environmental Scan
- SWOT Analysis
- Feedback and Support



# A Roadmap

No two paths are identical





# Step 3: Execute

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Implement strategies to address organization specific strategies

**PLAN**

Your Execution...

**EXECUTE**

Your Plan...

# Examples



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- Analytical, Data-Driven Decision-Making
- Articulating your Value
- Building Essential Infrastructure Support
- Developing Quality and Performance Management Systems
- Making the Business Case for your Services
- Negotiation/Contract Strategies



# Today's Speaker



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- Rita Wiersma
  - CEO, Community Involvement Programs

# Changing Times— it's a retail market



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- Current funders moving from state and county to new players
- Every one you have past relationship with is changing
- Gone are the days of relying on past relationships
- Data means...something!
- Yes, new entities will hire your best employees
- Focus outward



# Getting in the Door

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- How do I connect and with whom?
- What should I tell them?
- What do I need to learn about them?



# Listener, Learner and Leader



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- Listen every opportunity you get
- Learn what their business is and their charge
- Lead...help them learn about...
  - you,
  - the services you provide,
  - the people you support
  - culture of your area, and
  - share success stories
- Don't circle the wagons



# Open-Mindedness and Positivity



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- The sky is not falling
- Don't forget to get your entire organization on board
- Change management is ongoing



# Focus on the people you support and their families



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- Be honest and open with those you serve
- Be reassuring
- Advocate recognizing times are changing



# Create and Innovate

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- Service can be done differently...Cole's story
- Find champions
  - Staff
  - Families
  - Individuals
  - Teams
  - Community



# Remember...there is a business side



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- Partnering with honesty, integrity and vulnerability
- Take time to evaluate your services and understand the pros/cons of each
  - ▣ Examples—our evaluation which resulted in a move from group homes and move from CDCS
  - ▣ Can you be everything to everyone?
- Dollars do matter
- Using data to prove your point



# In the end, its about relationships



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- Building for the future
- Remember who its about
- How will your organization be remembered after the transition is over?



# Recommended Learning

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- Good to Great by Jim Collins
- Good to Great and the Social Sector by Jim Collins
- Traction by Gino Wickman
  
- My contact information:
  - ▣ Rita Wiersma, CEO of Community Involvement Programs
    - [rwiersma@cipmn.org](mailto:rwiersma@cipmn.org)
    - 612-362-4404



# Who are the right people?



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- Who handles business development?
- Who makes decisions regarding contracting?
- Who is concerned about individual outcomes and community connections?
  
- An in-person meeting with leadership is optimal, but may often not be necessary or initially attainable. Build relationships with all possible entry points.



# What is the right information?



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## ■ Outline:

- Your mission
- The services you provide
- The value of those services to the potential payer or partner
- The prospect of building a mutually beneficial partnership

## ■ Listen:

- Identify issues of importance
- Use that information to modify your business strategy and/or communications



# Tips for Initial Introductions...



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- Do your research
- Be concise
- Be clear
- Answer the question “why me?”
- Leave an action item
- Follow-up



# Always be ready



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- Develop an elevator pitch – a short “sales pitch” that is used to quickly and simply state and define your value proposition – that can be used in your communication with potential partners to effectively convey your message.



# Monthly Webinar Series



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- Webinars held the 4th Wednesday of every month.
- Archives found at:  
[hcbsbusinessacumen.org/webinars](http://hcbsbusinessacumen.org/webinars)



# Thank You!



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