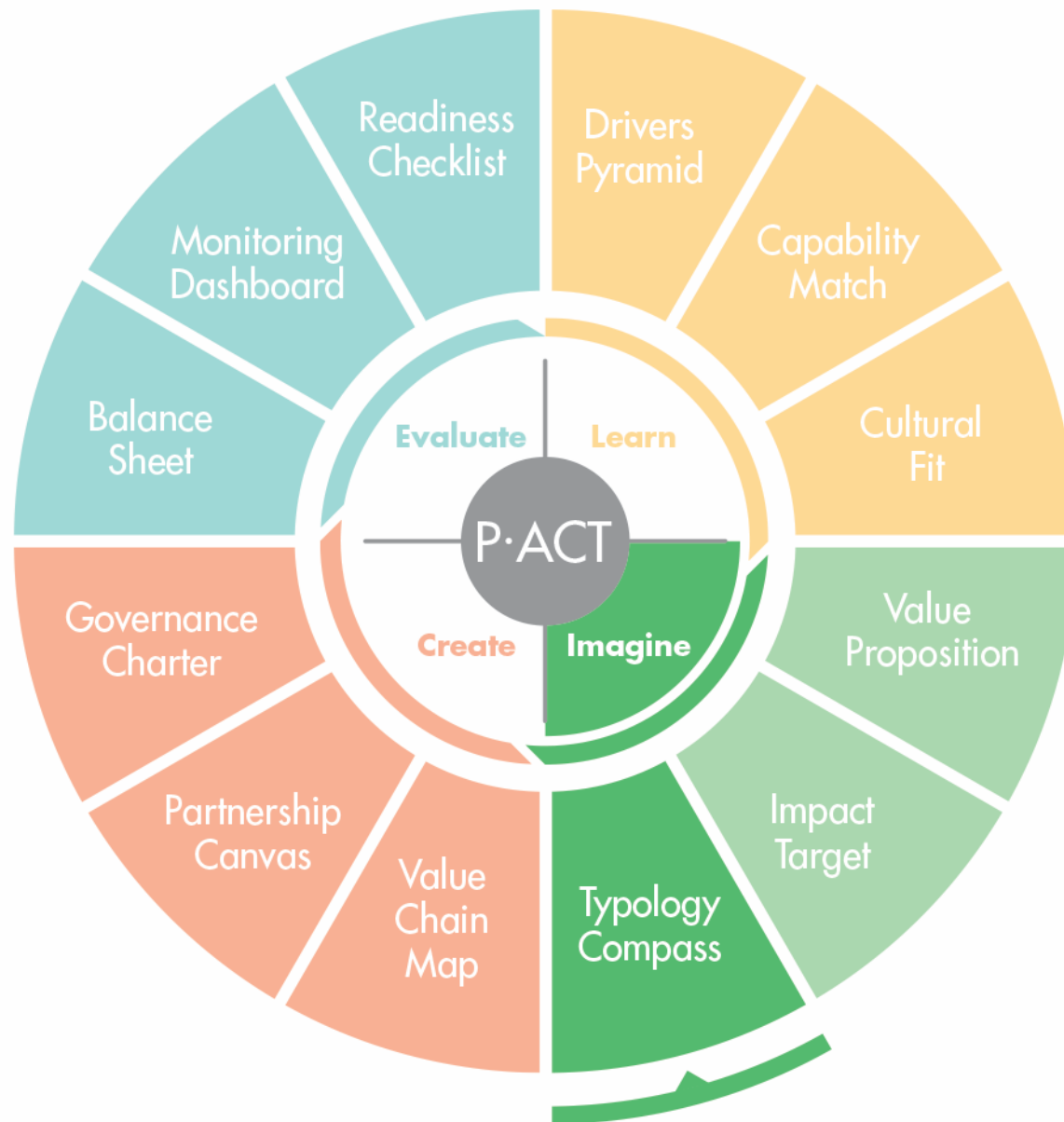


Typology Matrix

***What type of
partnership
should we build?***

P·ACT



Pre-requisite tools:
 - Drivers Pyramid
 - Capability Match

Next tools:
 - Value Chain Map
 - Partnership Canvas

**What type of
 partnership should
 we build?**

Typology Matrix

What type of partnership should we build?

Partnerships can range from short-term, low commitment, arms-length relationships to long-term, intensive, and highly-integrated engagements. To justify a high-intensity partnership, partners need to have strong incentives (drivers) and a favorable, enabling environment for the collaboration to thrive. This tool enables partners to select the most appropriate type for their partnership by assessing their partnership drivers and facilitators.

Typology Matrix [Mural template](#)

Tool Source:
Adapted from the [Propensity to Partner Matrix](#)



Why should we use it?

To identify the appropriate type of partnership to develop.



What will we accomplish?

Assess the strength of our respective motivations to engage in the partnership

Assess how favorable the partnership enabling environment is

Establish a specific type of partnership to develop

Step-By-Step

Step 1



Step 2



Step 3



Step 1:

Assess partnership drivers

1.1 The partnership drivers are the motivations and incentives of each partner. Individually, brainstorm the drivers (motivations and incentives) bringing you to the partnership. You can use step 1 of the **Drivers Pyramid tool** to identify and prioritize your individual partnership drivers.

1.2 Individually, reflect on your drivers and assess them by answering the questions in the **Drivers Assessment table**.

1.3 Compare and discuss your respective self-assessments.

- Does each partner have strong incentives to engage in a partnership?
- How do the incentive strengths compare between partners?

1.4 Together, make a qualitative assessment of your collective partnership drivers strengths. Avoid averaging and make a holistic assessment of how strong overall the drivers are. Consider also how balanced the drivers are between different partners.

Partnership Drivers Criteria	Self-assessment	
	Partner 1	Partner 2
Customer	High	Low
Market	High	Low
Financial Profit	Medium	Medium
Organizational Capacity	Low	Medium
Relations	High	Medium
Impact	Low	High
Other:		
Overall Assessment	Medium	

Worksheet 1:

Drivers Assessment Table

Partnership Drivers Criteria	Example	Partner 1	Partner 2
CUSTOMER: To what extent will the partnership improve customer service or value?	<ul style="list-style-type: none"> Improved value proposition Improved delivery (shorter cycle time..) Enhanced and more timely information 		
MARKET: To what extent will the partnership generate market advantage?	<ul style="list-style-type: none"> Enhanced marketing mix Ease of access to new markets Gain competitive advantage 		
PROFIT: To what extent will the partnership generate profit stability/growth?	<ul style="list-style-type: none"> Long term volume commitments Cost reductions or avoidance Market share stability 		
ORG. CAPACITY: To what extent will the partnership improve assets or capability access or efficiency?	<ul style="list-style-type: none"> Access to new capabilities Access to shared assets Operational efficiencies 		
RELATIONS: To what extent will the partnership generate new strategic relationships or improve existing ones?	<ul style="list-style-type: none"> Enhanced reputation Access to capital (funders, investors..) Increased influence 		
SOCIAL IMPACT: To what extent will the partnership improve social impact?	<ul style="list-style-type: none"> Enhanced impact effectiveness Access to more beneficiaries Compounded impact 		
Other important driver:			
Overall Assessment: How strong overall are our collective partnership drivers?			

Step 2:

Assess partnership facilitators

- 2.1** Partnership facilitators are factors that signal a conducive environment for partnerships to strengthen and succeed. Individually, reflect and assess the questions in the **Facilitators Assessment table**.
- 2.2** Compare and discuss your respective assessments.
- ?** What facilitators are assessed Low? Why?
- ?** What areas do we agree on? Where do we have divergent opinions? Why?
- 2.3** Together make a qualitative assessment of your overall Partnership Facilitators strength. Avoid averaging and make a holistic assessment of how strong overall the partnership facilitators are.

Facilitators Assessment Table

Partnership Drivers Criteria	Self-assessment	
	Partner 1	Partner 2
Shared Mission	Medium	Medium
Shared Target Group	High	High
Shared Culture	Medium	Medium
Empathy	Medium	Medium
Symmetry	High	Low
Exclusivity	Low	Low
Joint Power	High	Medium
Interdependence	High	High
Proximity	Medium	Medium
Other:		
Overall Assessment	Medium	

Worksheet 2:

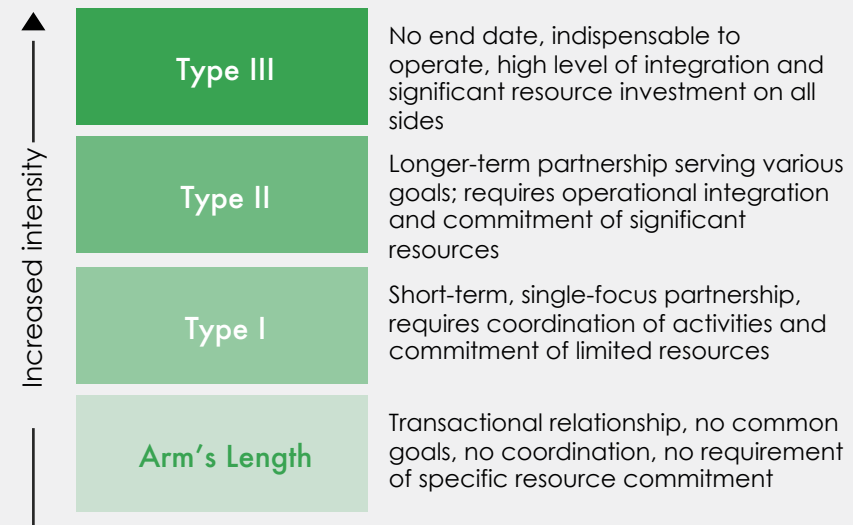
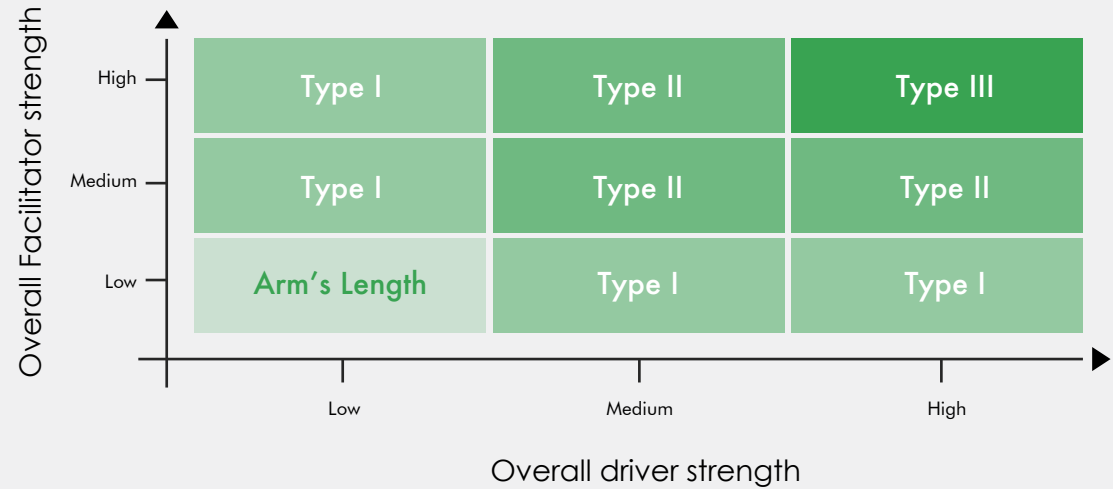
Facilitators Assessment Table

Partnership Facilitators Criteria	Self Assessment	
	Partner 1	Partner 2
Shared Mission: To what extent do our organizations have compatible or synergetic missions?		
Shared Target Group: To what extent are we serving the same or clearly overlapping groups of users/customers/beneficiaries?		
Shared Culture: To what extent are our organizations compatible in terms of values and working styles?		
Empathy: To what extent are we able to understand each other's constraints and realities? (put oneself in one another's shoes)		
Symmetry: To what extent do we have comparable assets, relative size, financial and brand strength, and negotiation power?		
Exclusivity: To what extent are we willing to enter in exclusive contract or concede strong competitive advantages to each other?		
Joint Power: To what extent are we capable to influence common stakeholders (e.g. competitors, funders, supporters...) by joining forces?		
Interdependence: To what extent are we important to each other's success? (win/ win-lose/lose)		
Proximity: To what extent are we close geographically or benefit from other factors that ease accessibility and communication?		
Prior Experience: To what extent do our organizations have prior history of positive interaction or collaboration?		
Other Important Facilitator		
Overall Assessment: How strong overall are our collective partnership drivers?		

Step 3:

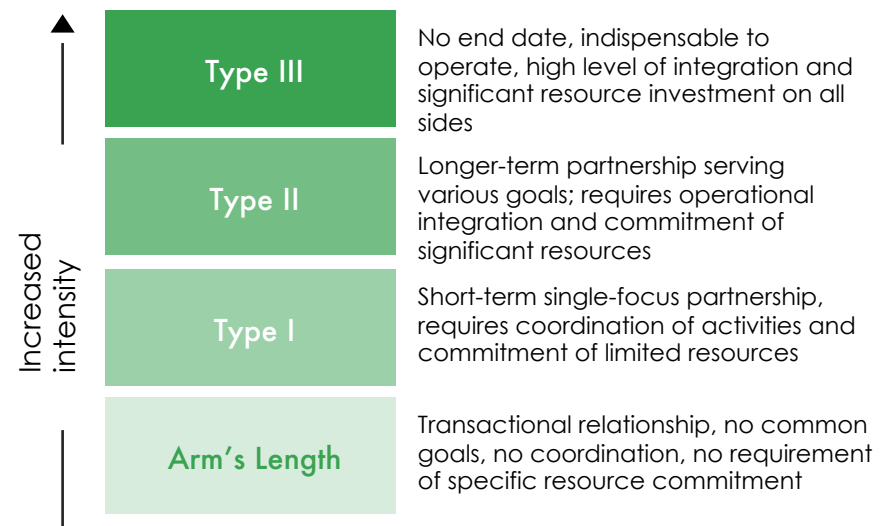
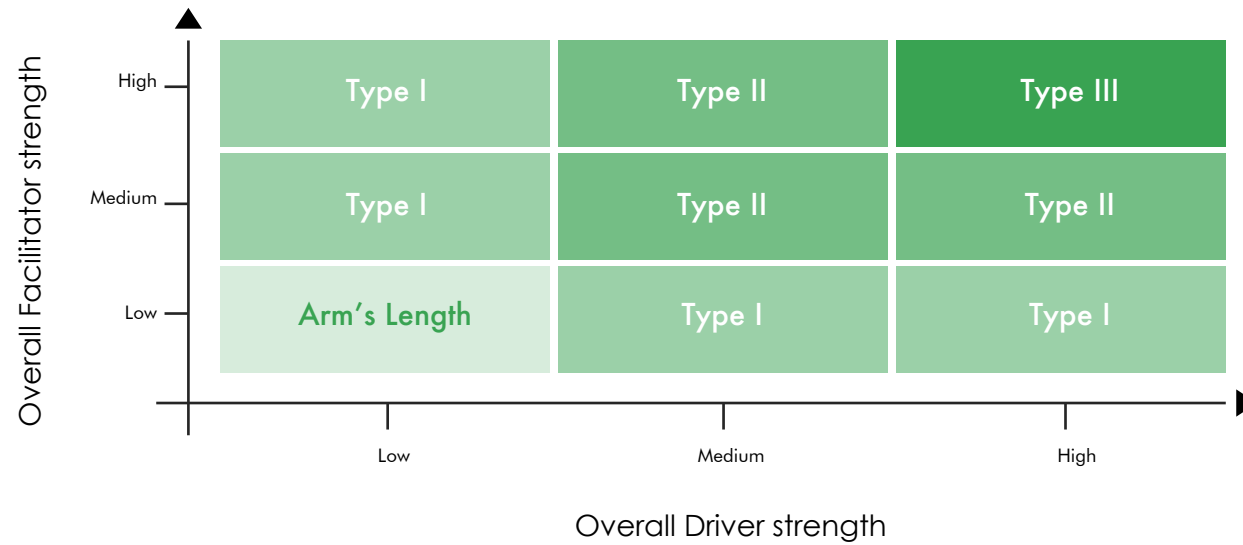
Establish the partnership type

- 3.1** Place your partnership qualitatively on the Partnership Typology Matrix and discuss the outcome
- 3.2** Discuss the matrix recommendations and the implications for your partnership
- ?** What is the timeframe for your partnership? Short, medium, long-term? Be as specific as possible about expectations.
 - ?** What type of resources will you need to invest?
 - ?** What coordination activities need to be put in place between the different organizations?



Worksheet 3:

Partnership Typology Matrix



Facilitation tips

Step 1 and 2 Individual self- assessment + Sharing

- The lists of drivers and facilitators suggested, while comprehensive, may not capture the particularities of every partnership. Encourage partners to examine the lists and decide if they need to add criteria that is relevant to their partnership.
- Partners may have different assessments for the same criteria. They may be able to converge on the same assessment after discussing or not. In that case, just take note of the different assessments and move on. They should take those differences into consideration when making their overall partnership assessment.

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Step 3 Collective reflection

- The framework is qualitative in nature and should be used largely as a conversation starter. If partners cannot agree on the appropriate type, encourage them to discuss the suggested questions before making a final assessment.
- A lower partnership type is not a weaker or less important partnership. Consider using relevant examples to illustrate the different types with success stories.