

Building Trust in Collaborative Partnerships



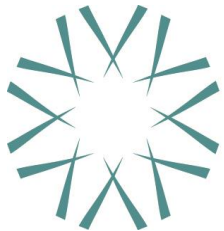
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Rural Health Innovations' Purpose

Rural Health Innovations (RHI), LLC, is a subsidiary of the National Rural Health Resource Center (The Center), a non-profit organization. Together, RHI and The Center are the nation's leading technical assistance and knowledge centers in rural health. In partnership with The Center, RHI connects rural health organizations with innovations that enhance the health of rural communities.



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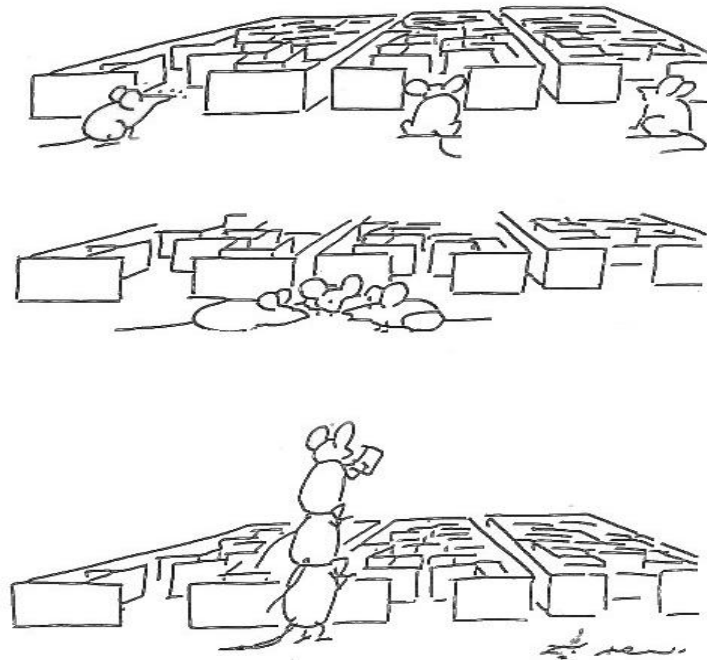
Today's Agenda

- Collaboration Basics
- Credibility = Expertise + Trust
- High-Trust and Low-Trust Relationships
- Behaviors that Build Trust
- Action Planning

Collaboration

"Collaboration is a mutually beneficial and well-defined relationship entered into by two or more organizations to achieve common goals."

- Wilder Foundation



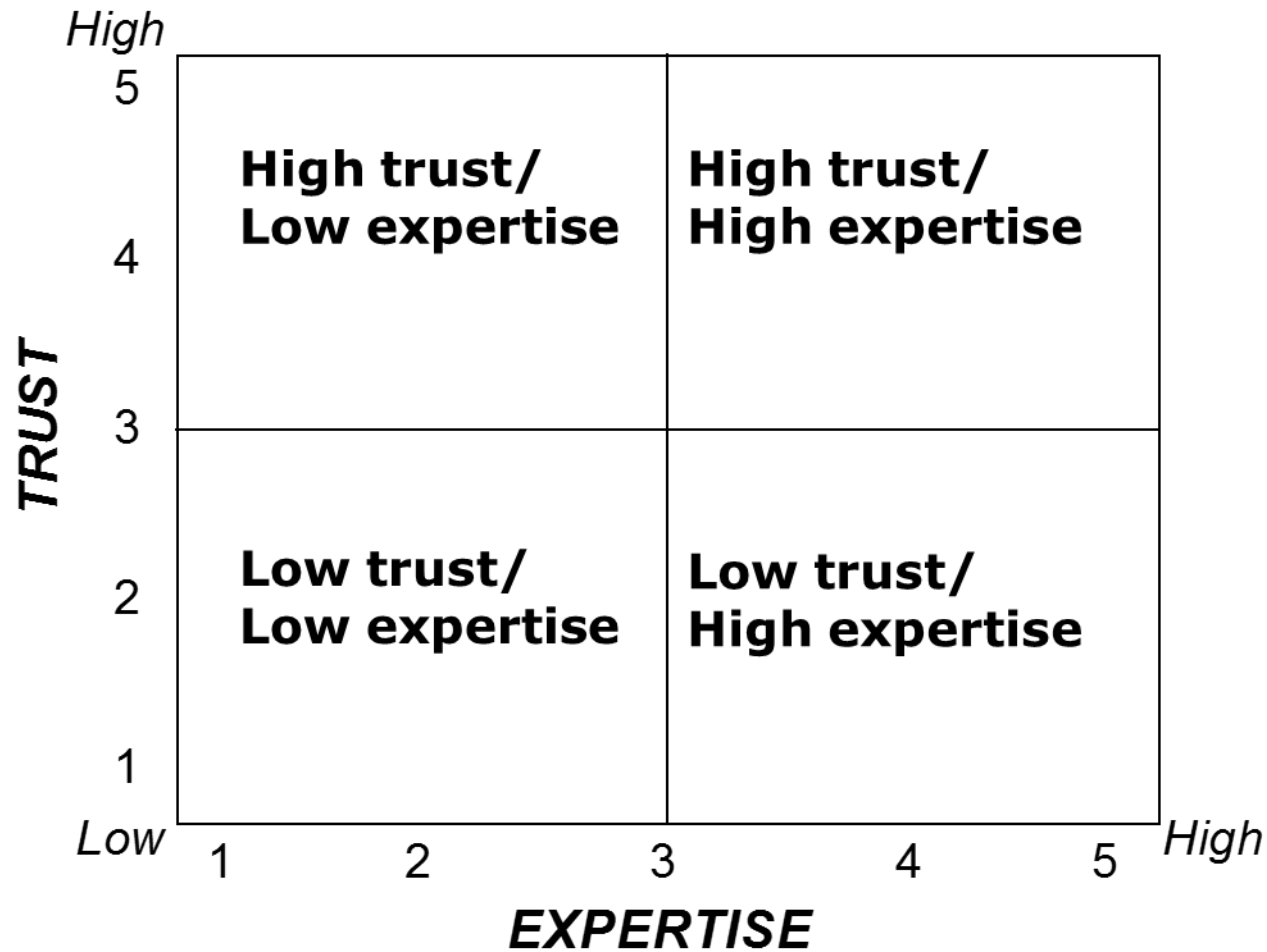
Many Partners of Population Health



Degrees of Collaboration

Degree	Description	Your Opportunity
Cooperation	Low effort Low complexity Little integration	
Coordination	Moderate effort Moderate complexity Moderate integration	
Partnership	High Effort High Complexity High Integration	

Credibility = Expertise + Trust



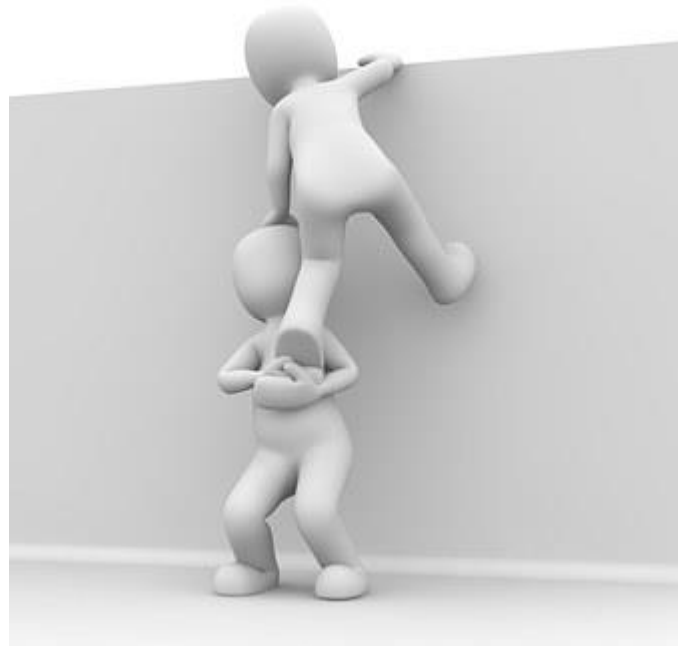
High Trust and Low Trust

The business case for building high-trust relationships.



Trust-Building Behaviors

Behaviors that Build Trust



1. Talk Straight



2. Demonstrate Respect



3. Create Transparency



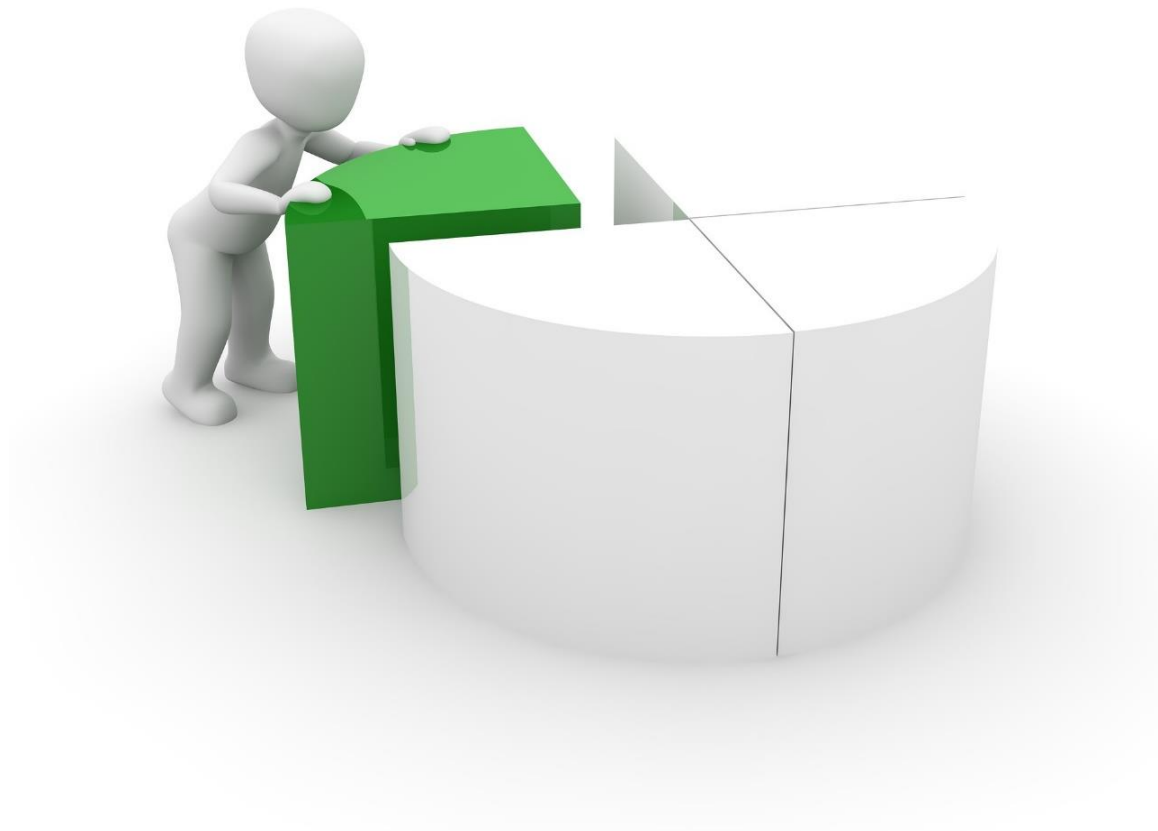
4. Right Wrongs



5. Show Loyalty



6. Deliver Results



7. Get Better



8. Confront Reality



9. Clarify Expectations



10. Practice Accountability



11. Listen First



12. Keep Commitments



13. Extend Trust



13 Trust Building Behaviors

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2. Demonstrate Respect
3. Create Transparency
4. Right Wrongs
5. Show Loyalty
6. Deliver Results
7. Get Better
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13. Extend Trust

Action Planning

Access the Situation:

- ✓ What is my credibility?
- ✓ How am I seen?
- ✓ What opportunities do I have?



Action Planning Plan for Action:

- ✓ How can I build understanding?
- ✓ What commitment can I make?
- ✓ Which trust-building behaviors can I demonstrate?



Action Planning

Objective	Action	Timeline	Progress
Build mutual understanding	Attend a training session together	Sept/Nov	Researched upcoming events
Demonstrate accountability	Volunteer to comanage a project	Q4	Discuss at next committee meeting

Resources

Additional Resources

<https://www.ruralcenter.org/resource-library>

Further Reading

Collaboration: What Makes It Work, by Paul W. Mattessich, Marta Murray-Close, and Barbara R. Monsey, of the Wilder Research Center. Fieldstone Alliance, 2001.

Creating Collaborative Advantage edited by Chris Huxham. London: Sage Publishers, 1996.

Credibility: How Leaders Gain and Lose It, Why People Demand It by James M. Kouzes and Barry Z Posner. San Francisco: Jossey-Bass Publishers, 1993.

The Speed of Trust: The One Thing that Changes Everything by Stephen M. R. Covey and Rebecca R. Merrill. Simon and Schuster, 2006.

Assessment Tools

PARTNER: a Social Network Analysis Tool to Collect, Analyze, & Interpret Data to Improve Collaboration within Community Networks <http://partnertool.net/>

Wilder Collaboration Factors Inventory: A Free Online Collaboration

Assessment, Amherst H. Wilder Foundation

<http://wilderresearch.org/tools/cfi/index.php>

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<http://www.ruralcenter.org>

