Building Trust in Collaborative Partnerships

Kap Wilkes
Director of Program Development
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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.
Today’s Agenda

• Collaboration basics
• Credibility = expertise + trust
• High-trust and low-trust relationships
• Behaviors that build trust
• Action planning
“Collaboration is a mutually beneficial and well-defined relationship entered into by two or more organizations to achieve common goals.”
- Wilder Foundation
Population Health Has Many Partners

- Hospitals
- Clinics
- Mental Health
- Schools
- Government
- Businesses
- Long-Term Care
- Housing
- Public Health
- Faith-based Organizations
# Degrees of Collaboration

<table>
<thead>
<tr>
<th>Degree</th>
<th>Description</th>
<th>Your Opportunity</th>
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<tbody>
<tr>
<td>Cooperation</td>
<td>Low effort&lt;br&gt;Low complexity&lt;br&gt;Little integration</td>
<td></td>
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<tr>
<td>Coordination</td>
<td>Moderate effort&lt;br&gt;Moderate complexity&lt;br&gt;Moderate integration</td>
<td></td>
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<tr>
<td>Partnership</td>
<td>High effort&lt;br&gt;High complexity&lt;br&gt;High integration</td>
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Credibility = Expertise + Trust

High trust/
Low expertise
High trust/
High expertise
Low trust/
Low expertise
Low trust/
High expertise

EXPERTISE

TRUST

High

Low
The business case for building high-trust relationships
Trust-Building Behaviors

Behaviors that Build Trust
1. Talk Straight
2. Demonstrate Respect
3. Create Transparency
Trust-Building Behaviors

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
Trust-Building Behaviors

• Talk straight
• Demonstrate respect
• Create transparency
• Right wrongs
• Show loyalty
• Deliver results
• Get better

• Confront reality
• Clarify expectations
• Practice accountability
• Listen first
• Keep commitments
• Extend trust
Assess the situation

✓ What is my credibility?
✓ How am I seen?
✓ What opportunities do I have?
Plan for action

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

<table>
<thead>
<tr>
<th>Objective</th>
<th>Action</th>
<th>Timeline</th>
<th>Progress</th>
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<tbody>
<tr>
<td>Build mutual understanding</td>
<td>Attend a training session together</td>
<td>Sept/Nov</td>
<td>Researched upcoming events</td>
</tr>
<tr>
<td>Demonstrate accountability</td>
<td>Volunteer to co-manage a project</td>
<td>Q4</td>
<td>Discuss at next committee mtg</td>
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Resources

Additional Resources
https://www.ruralcenter.org/resource-library

Further Reading


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
Kap Wilkes
Director of Program Development
(218) 216-7026
kwilkes@ruralcenter.org

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http://www.ruralcenter.org