

As a Leader does shared risk and reward light your fire?

Partnerships by definition are about shared leadership, risk and reward. If managed correctly they can deliver significant organisational benefits and be a key component in growing your enterprise.

Risk if properly managed is a key vehicle for deep learning, developing confidence and building relationships between people.

Reward in the context of Corporate Community Partnership can be seen as:

- A deep feeling of pride, satisfaction and happiness in the people involved - with all the knock on effects of that.
- The sharing of resources to deliver something which provides sustainable benefit for the community target group whilst also extending the community stakeholder network.
- Something which enhances the Corporate employer and product / service brand leading to further benefits.

Of course in principle partnership is "a good thing to do" but what are the more compelling reasons to consider embarking on a course of shared leadership. From a Corporate point of view:

- **Recruiting talent.** Imaginative partnerships demonstrate an organisations values and culture to potential recruits.
- **Deep development.** Properly structured community challenges provide real time leadership, cross culture and collaborative working learning.
- **Employee engagement and retention.** Being selected to join an newly created partnership has been shown to improve engagement and retention.
- **Increase customers, grow the market and develop the brand.** Whilst perhaps not a primary reason for partnership, Unilever has demonstrated how effective this can be with their work on The Dove Self Esteem Project for women.
- **Supports the CSR agenda.** Through our work with Menzies Aviation in India and CALA Homes in Scotland we have discovered that a well thought through approach - which we call CSR plus - enables the consolidation of the above reasons and resultant benefits making CSR spend an investment.

From the Community point of view:

- Partnerships that are well brokered and managed will allow the community to do something it doesn't or can't currently do but wants to. It extends impact.
- It will deliver positive impact for the target group for the longer term.



- The partnership helps community groups increase awareness and build and extend their profile and network.
- Properly developed an innovative partnership will increase the flow of funds and other resources.
- Community staff can access all of the Corporate development potential through partnership enabling Community groups to increase their capability and evolve their culture.

What are your thoughts on the benefits of shared leadership? Could you expand or add to any of the points discussed?

-Richard Knight, Director at Maasai Camel.

