

Playbook Demo Key Messages

Intro slide:

The purpose of this presentation is to focus on the main highlights of the Playbook.

Slide 1: Service Partnerships Playbook

The Playbook is quite detailed. It is meant to be a resource for different types of public servants, e.g. strategic policy, programs policy and operations, to learn more about partnerships and partnering opportunities.

Slide 2: Why Service Delivery Partnerships (Page 8)

The Playbook starts by highlighting the value of service delivery partnerships for clients, partners and employees.

Taking a client-centric approach, the Playbook puts the value of partnerships to clients at its core.

Slide 3: Good Relationships Make a Successful Partnership (Page 10)

One of the messages that was reinforced most is that good relationships are needed for good partnerships. The Playbook captures a few key criteria for successful relationships. Leadership, governance, accountability, relationship maintenance and others criteria can help service organizations to know where to invest when building relationships.

Slide 4: The Partnering Process (Page 12)

After talking with many experts across the country, the Playbook provides a simplified step by step partnering process. Although this process is not unique, these steps are important for developing successful partnerships.

The Partnering Process could help jurisdictions to have a systematic approach to partnerships: starting from identifying goals to developing a partnership to evaluation.

It was envisioned that this generic process could be tailored to different realities to optimize results for different types of partnerships.

Slide 5: Partnering Best Practices (Page 13)

Best practices are captured throughout the Playbook for jurisdictions to use as part of their partnerships toolkit. These best practices, e.g. frameworks, strategies, and evidence based approaches are from real partnerships.

Concrete aspects of partnerships are highlighted along with tools and resources for implementation.

Slide 6: Service Delivery Partnerships Models (Page 19)

The Playbook frames different types of partnerships models along a partnership continuum from least integrated to most integrated, e.g. cross promotion to service integration.

Although fully integrated seamless service may seem like the end goal, other types of partnerships can help us improve services to different types of clients. Given how diverse Canada is these different types of partnerships can help us improve service while respecting the geographic and political considerations.

Slide 7: Outreach (Page 27)

For each type of partnership model, the Playbook provides definition and subtypes, best practices, examples, case studies and a client persona. Today we are showcasing the outreach section.

As you can see, apart from the definition and types of outreach, the section also contains the value of outreach partnerships, the potential clientele, and where and when outreach is most suitable.

Slide 8: Outreach Best Practices (Page 28)

Lots of good intel was gathered on best practices for each type of partnership model. These best practices are distinct for each model. For example, our exploration of outreach highlighted the importance of branding, office management, safety considerations, communications, HR, cultural sensitivity, etc.

Slide 9 -10: Outreach Examples and Case studies (Page 31, 32)

Slides 9 and 10 provide an overview of examples and case studies that can be found for each service partnerships model.

The difference between examples and case studies is mainly the level of details.

This slide (slide 9) provides a few examples or snapshots of joint rapid response partnerships (Alberta and BC Wild Fires response).

The next slide showcases a case study that provides more information including background, objectives, and next steps. The next steps are particularly interesting to see where the partnership is headed.

Slide 11: Personas (Page 36)

Slide 11 captures personas that are loosely based on real client experiences. The goal of these personas is to keep the client the focus of the Playbook to ensure the partnerships are supporting client centric services.

These personas provide a more human view of the impact we have on clients.

Slide 12: GCcollab

This Playbook can be found on GCcollab where it will be kept evergreen.

GCcollab has already proved helpful to distribute the Playbook and collect feedback.

Slide 13: Tools and Resources and Reference

The Playbook provides tools and resources such as MOU templates, service agreement etc.

If someone were to inquire, it provides a list of experts to inform specific partnership projects.

Next Steps

For today's meeting we hope to:

- Discuss in more detail those parts of the Playbook you find interesting and relevant.
- Identify linkages to your work.
- Discuss how we may want to leverage the FPTM service network to advance partnerships.