

## PARTNER SEGMENTATION WORKSHEET

### Overview

Most organizations have many different types of partners—we call these partner segments

- **Partner Segments:** Subsets of partners who have a similar purpose, profile, or characteristics relative to the program or purpose; categorizes partners for more effective management

Understanding what types of partners you have is an important first step to determine the most appropriate, useful partner relations strategies for each partnership. For example, the conflict resolution strategy appropriate to employ with a partner that is a contractor may be very inappropriate to use with a partner that is a funder! Use these descriptions to identify your segments and then note which partners fall into which segment on the worksheet (sometimes partners fall into multiple segments).

Segments	Description
Advisors	Partners who provide insight, feedback, or advice; may be legislatively or funder-mandated
Contractors	Partners who agree to provide products/services in exchange for money
Coalitions	A structure, often used to organize partners around a common goal, issue, or project
Funders	Partners who provide financial resources to you
Grantees	Partners to whom you provide funds for work towards specific outcomes
Influencers	Partners who provide significant leverage or influence relevant to achieving your goals
Internal Customers	Partners within your larger organization/agency that you rely on / rely on you
Stakeholders	Those who have an interest, or stake, in your work or outcomes
Strategic Partners	Partners who agree to work together towards shared goals; high-level, interdependent, requiring an explicit, formalized relationship
Target Markets	People who behave homogenously relative to the issue and likely to take the desired action

### Partner Segments Worksheet

Segments	Partners in this Segment
Advisors	
Contractors	
Coalitions	
Funders	
Grantees	
Influencers	
Internal Customers	
Stakeholders	
Strategic Partners	
Target Markets	