

PARTNERING TO SOLVE COMPLEX PROBLEMS IN A TIME OF UNCERTAINTY

Now more than ever, public-private partnerships are critical to our Nation's wellbeing. Government and private industry must work together to understand threats, lower risk, and drive resilience.

Forces Impacting Your Operating Environment

POWERSHIFTS

Economic, human, and political power transcend traditional boundaries, models, and frameworks to disrupt balance and shift how businesses and governments operate.

SOCIETAL COLLISIONS

Shifting expectations clash with traditional social norms and assumptions. They result from the friction between an entity's ability to access and connect to knowledge and/or an entity's ability to keep pace with evolving expectations.



INFRASTRUCTURE ADAPTATION

The convergence of physical, cyber, and human infrastructure creates a boundaryless global "infrastructure" and results in friction between those that do and do not embrace it.

IMPACTS



Interconnectedness and jointness in how problems are approached are of increasing importance



Lower barriers to entry have led to distributed ownership, and operations, creating a more complex security and risk landscape



Hybrid and persistent threats exploit the low barriers of entry and the vulnerabilities of a digital age and changing norms

COVID-19 has underscored the complexity and interdependencies of our operating environment. We must work together to define a future that incorporates each partners' inherent strengths, interdependencies, and needs.

TOFFLER
ASSOCIATES

Contact Us

Caitlin Durkovich

cdurkovich@tofflerassociates.com

703.989.4315

Our Value

We solve problems conducting cross-market analyses to identify high-return transformation strategies. We are practitioners with vision and the ability to achieve results.

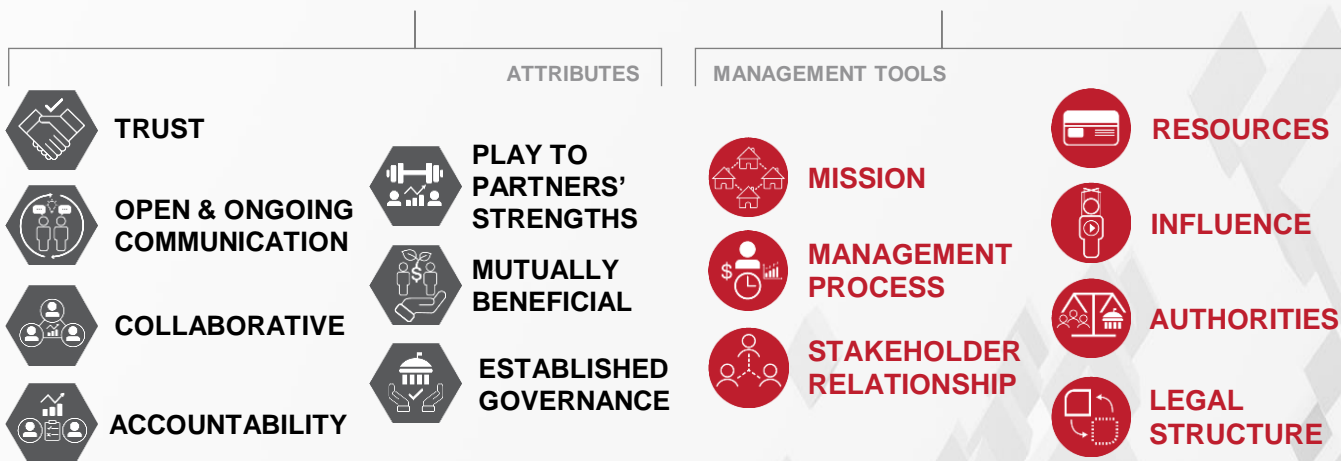
Public-private partnerships maximize impact when aligned in purpose and having the right attributes in place. Partners must use the management tools at their disposal to drive that alignment.



PURPOSE unifies participants around a shared belief and mission in which to act. It is an important element by which to inspire partners and align the commitment of resources.

ATTRIBUTES are consistently seen in successful partnerships. These foundational attributes are necessary to achieve an effective public-private partnership.

MANAGEMENT TOOLS may be leveraged in different ways to improve the effectiveness of public-private partnership operations.



By leveraging the right management tools, an organization can improve its attributes and therefore increase the strength and impact of its partnerships.

HOW TO MATURE PUBLIC-PRIVATE PARTNERSHIPS

- 1. Understand your Strengths.** Identify and assess your organizations' unique capabilities and strategic advantage. Make sure those capabilities are well understood within the partnership and can be used to drive solutions forward.
- 2. Maximize the Partnership.** Scan the landscape for organizations that can contribute to the mission, leveraging their capabilities and resources. Maximize the resulting strategic capacity to accomplish the partnership mission.
- 3. Deliver at Scale.** Standardize rules of engagement with partners to align the partnership on future focused goals and objectives. Create common lexicons and clear expectations to enhance collaboration.
- 4. Innovate to Lower Risk.** Create a culture of innovation and use foresight to anticipate emerging risks.