

Worksheet 3:

ASK YOURSELF:

DO YOU NEED TO WORK CLOSER WITH CURRENT PARTNERS OR DEVELOP NEW PARTNERSHIPS?

QUESTION	RATIONALE/EXAMPLES	YOUR IDEAS?
Are there resources you lack impeding work on particular types of projects that collaborating more closely with partners could make up for?	Based on a study of the architecture sector partnering with architectural firms facilitated better service delivery and work on larger, more complex projects ⁱ . Partnering in theatre can expand audience reach, such as facilitating performing arts organisations move into digital distribution ⁱⁱ .	
Could you better exploit the innovative potential within your business?	'Outside in' innovation relies on skills outside an organisation or business. External creative entrepreneurs may identify opportunities and hold resources that facilitates their exploitation ⁱⁱⁱ . Partnerships with creative sectors outside your own could facilitate greater 'outside the box' thinking ^{iv} .	
Could working with partners help you achieve greater bargaining power and reduce costs?	For example, arts organisations may achieve reduced costs through joint procurement of specific services ^v .	
Could you exchange services with partners in your network to reduce costs?	Fashion product designer Loved & Upcycled has a strong collaborative ethos, supported by the local creative entrepreneur community in the north-west of Ireland. When possible, founder Veronika Kisela exchanges her skillset for services from other creative professionals, such as photography, graphic design and branding.	
Are you building a network of partners where your reputation and trust is building over time?	Long lasting and effective partnerships are built on reliability and trust. For example, for service focused creative sectors, this can help create a stable base of return clients, increasing business sustainability. For example, web design and development business Tinkit based in Mid Sweden is customer service focused which has helped establish a strong return client list both in Sweden and internationally.	
Could you diversify your revenue streams and add new sources of income to your business?	Research on the music industry notes how diverse partnerships across a variety of sectors such as manufacturing and communications can open up new revenue sources ^{vi} .	

i Bos de Vos et al., 2014

ii Nesta, 2015

iii ibid

iv Moyon and Lecocq, 2014

v Royce, 2011

vi Moyon and Lecocq, 2014