

## Unit 5

# Sustaining Public-Private Partnerships



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Visual 5.0

# Unit Objectives

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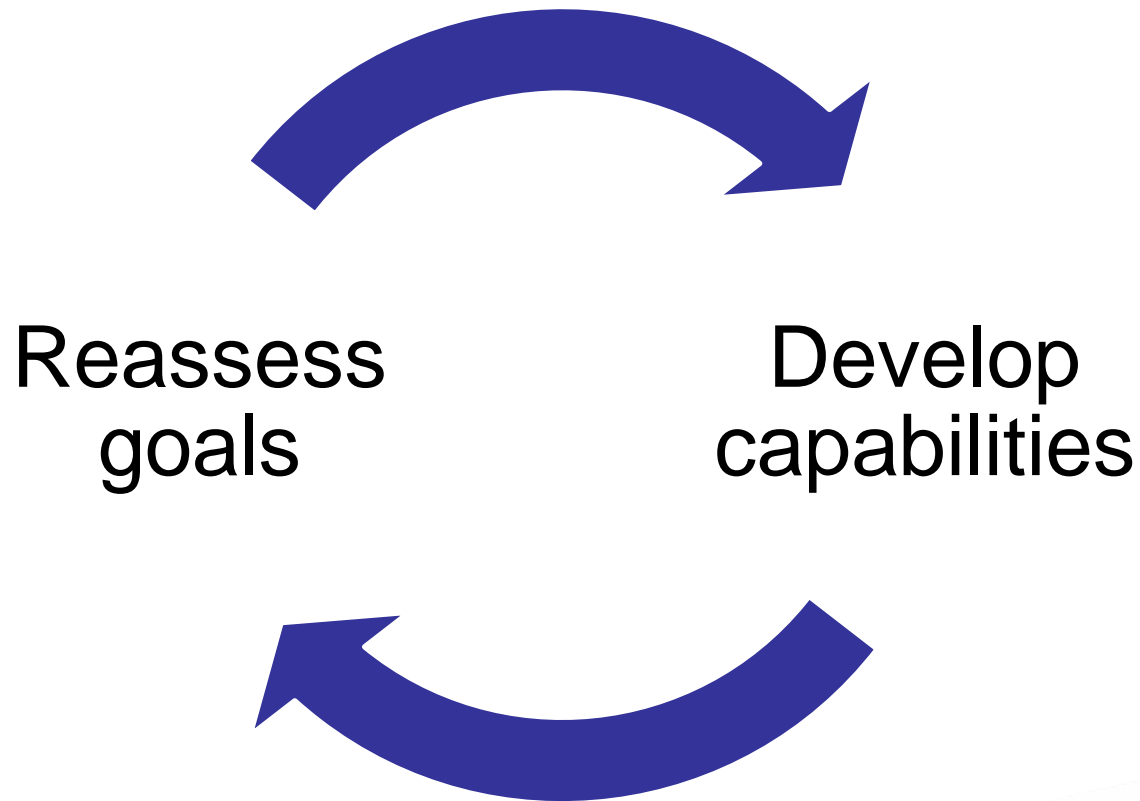
- Describe strategies to sustain public-private partnerships
- Identify methods for assessing the effectiveness of the partnership



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# Sustaining Partnerships

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# Discuss: Developing Capabilities

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How can partnerships, and individual partners, develop their emergency preparedness, response, and mitigation capabilities?



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# Joint Exercises

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- Functional exercises
- Training courses
- Tabletop exercises



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# Business Continuity Planning

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Conducting business continuity planning in a partnership:

- Increases individual businesses' preparedness
- Allows for sharing of best practices
- Allows for coordination of response plans



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# Accreditation and Certification

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## PS-Prep:

- Improves private sector's ability to respond
- Benefits the partnership as a whole



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# Sharing Best Practices

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- Explain what techniques and procedures worked
- Evaluate how processes could be improved
- Recognize individual and organizational contributions
- Celebrate successes





# Discuss: Partnership Effectiveness

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What are signs that a partnership is not being successful? How can these problems be addressed?



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Visual 5.8

# Assessing Partnership Effectiveness

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- Do partners regularly communicate?
- Do all partners regularly contribute their expertise and resources?
- Does the partnership have regularly scheduled activities?
- Is the partnership working to meet actionable goals and objectives?



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# Reevaluate the Value Proposition

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- Solicit input on partner needs
- Evaluate partner capabilities
- Restate value of partnership



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Visual 5.10

# Unit Summary

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In this unit, you learned:

- How to develop partnership capabilities
- How to assess partnership effectiveness



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