

# Partnership Currencies Worksheet



Use this worksheet to identify and discuss the assets and abilities that your organization and your prospect organization each bring to the table. See where the conversation takes you in terms of creative partnership development!

We include blanks at the bottom of the worksheet in order to provide the opportunity to customize and add new ideas.

IMPACT	PRODUCT/ SERVICE	DATA	NETWORKS	TOOLS
EXPERTISE	MEDIA INVENTORY	INFLUENCE	DESIGN	CREDIBILITY
ACCESS	GEOGRAPHIC FOOTPRINT	CASH	DIGITAL FOOTPRINT	TRACK RECORD
PEOPLE	STORIES	REACH	MEDIA INTEREST	TREND SPOTTING
TRAINING	SUPPLY CHAIN	BRAND STRENGTH	IMAGERY	CULTURE