



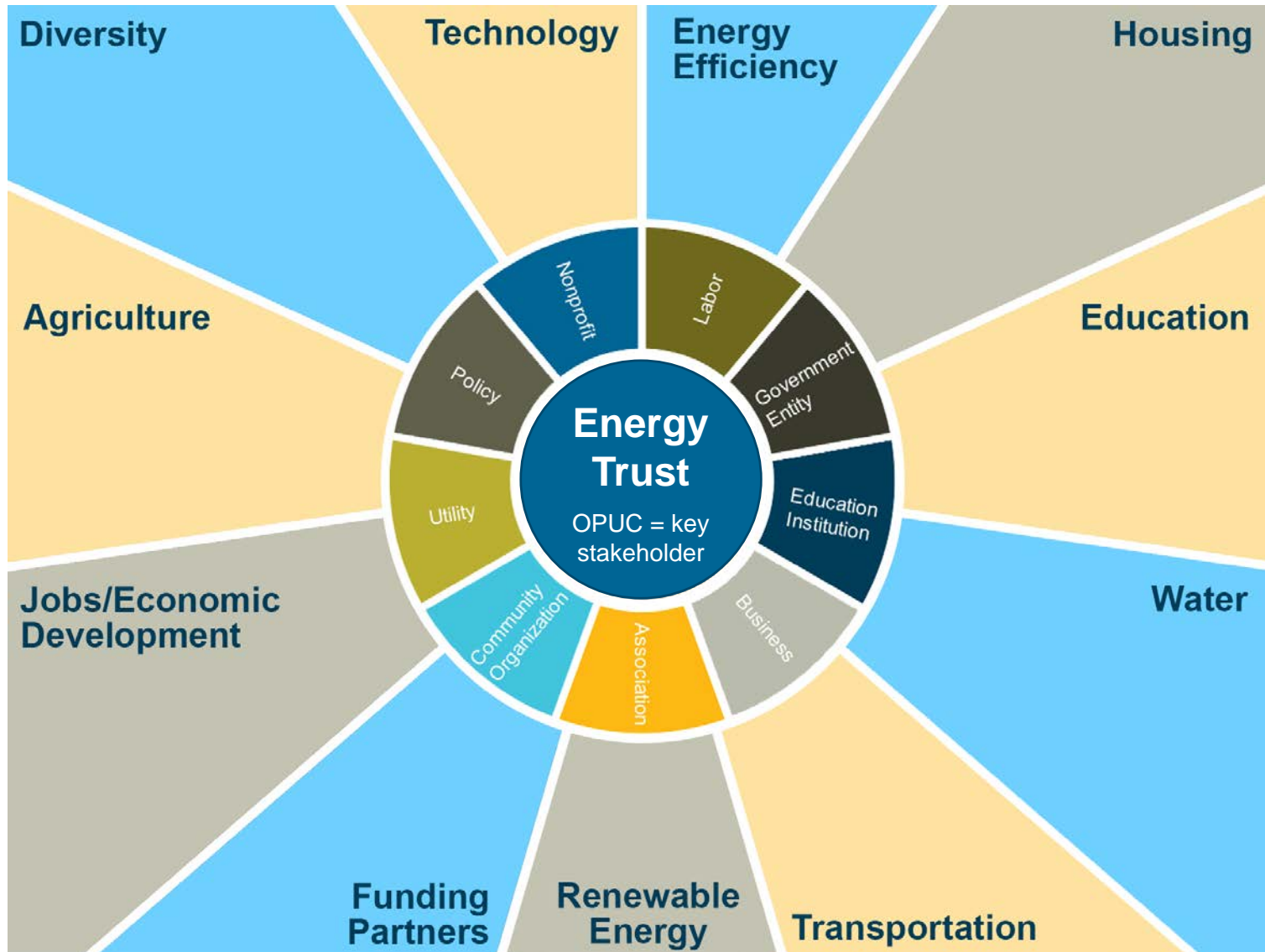
Mapping Relationships

Board Learning Topic

May 2018



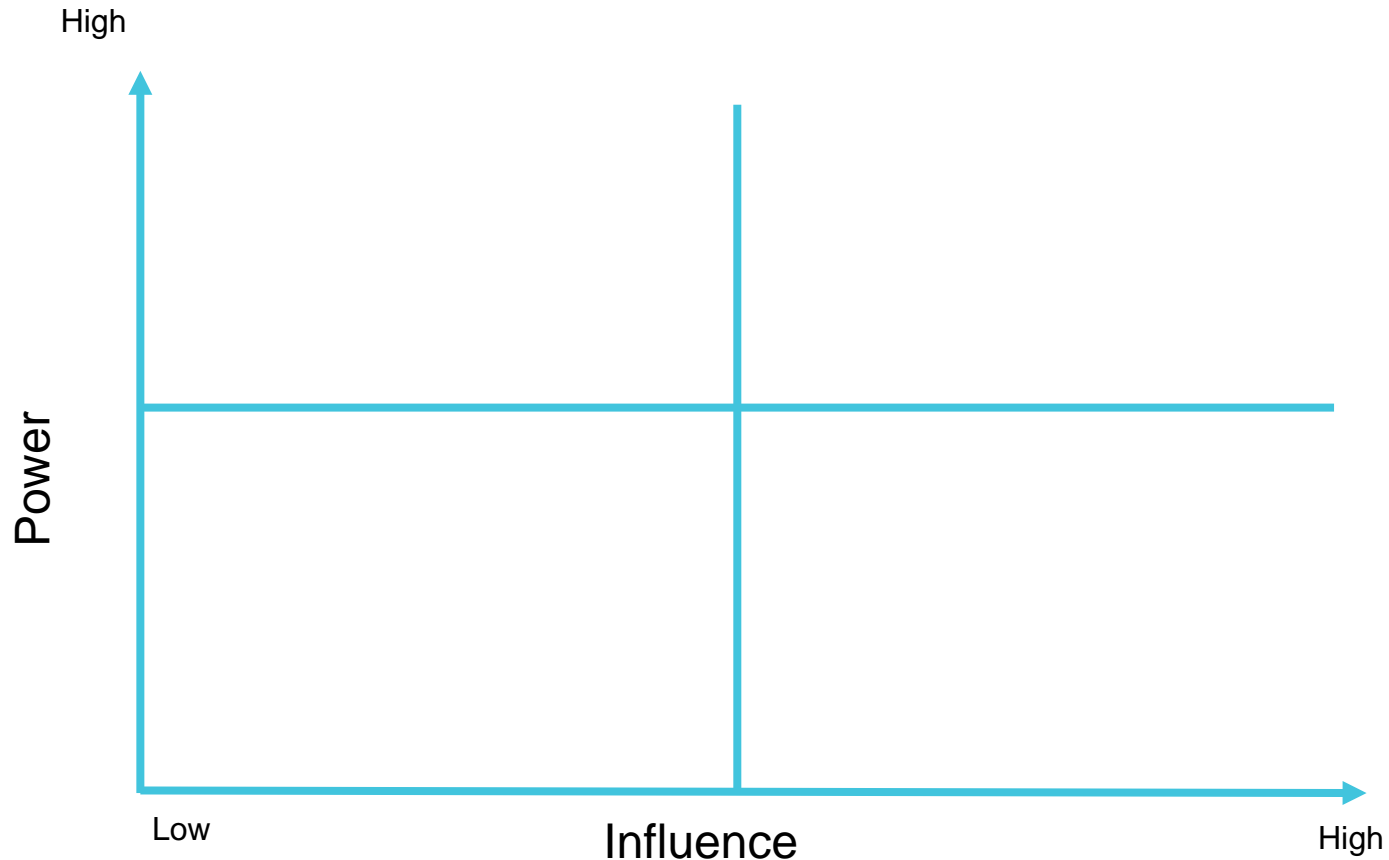
Relationships Help Us Reach Strategic Goals





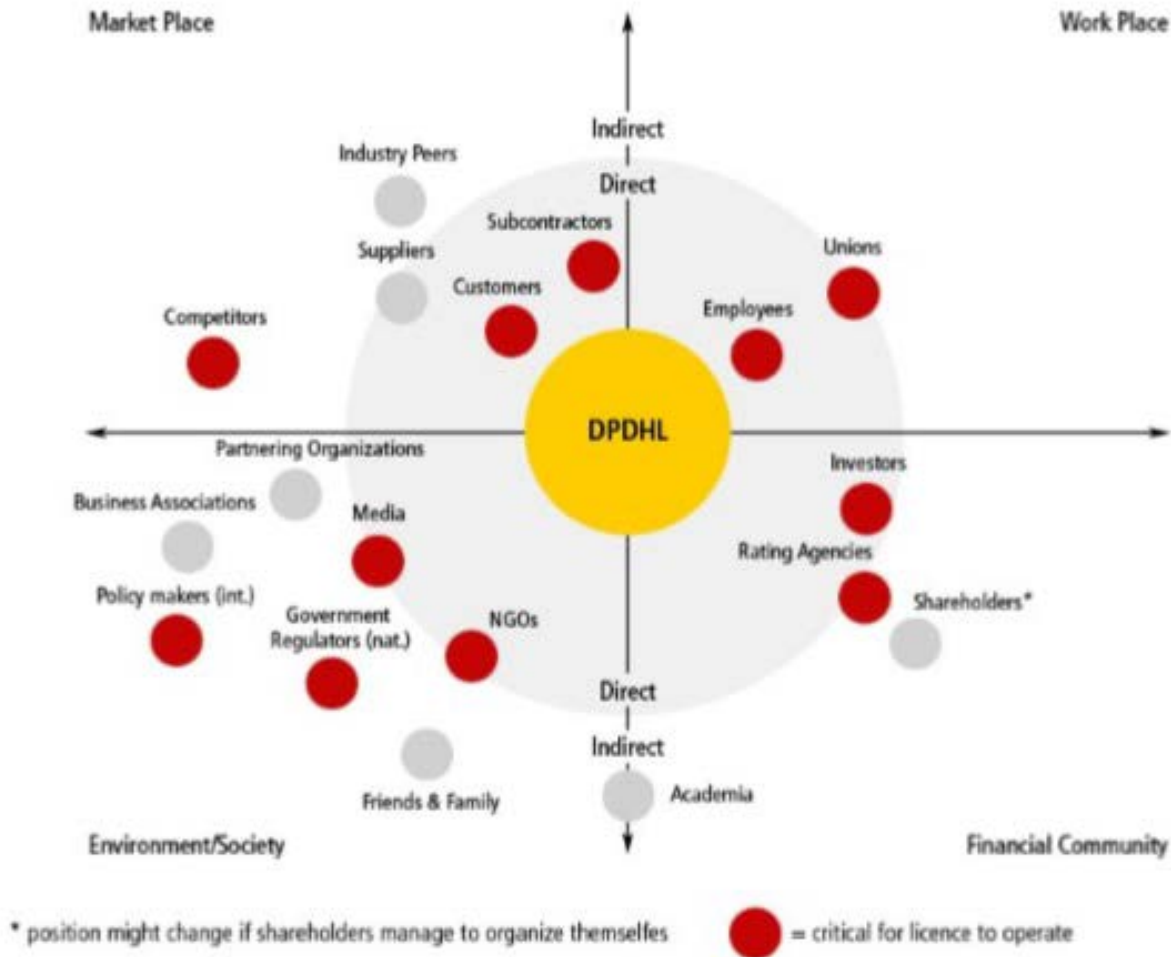
Relationship Mapping Models

Relationship Mapping Examples



Power/Influence Model

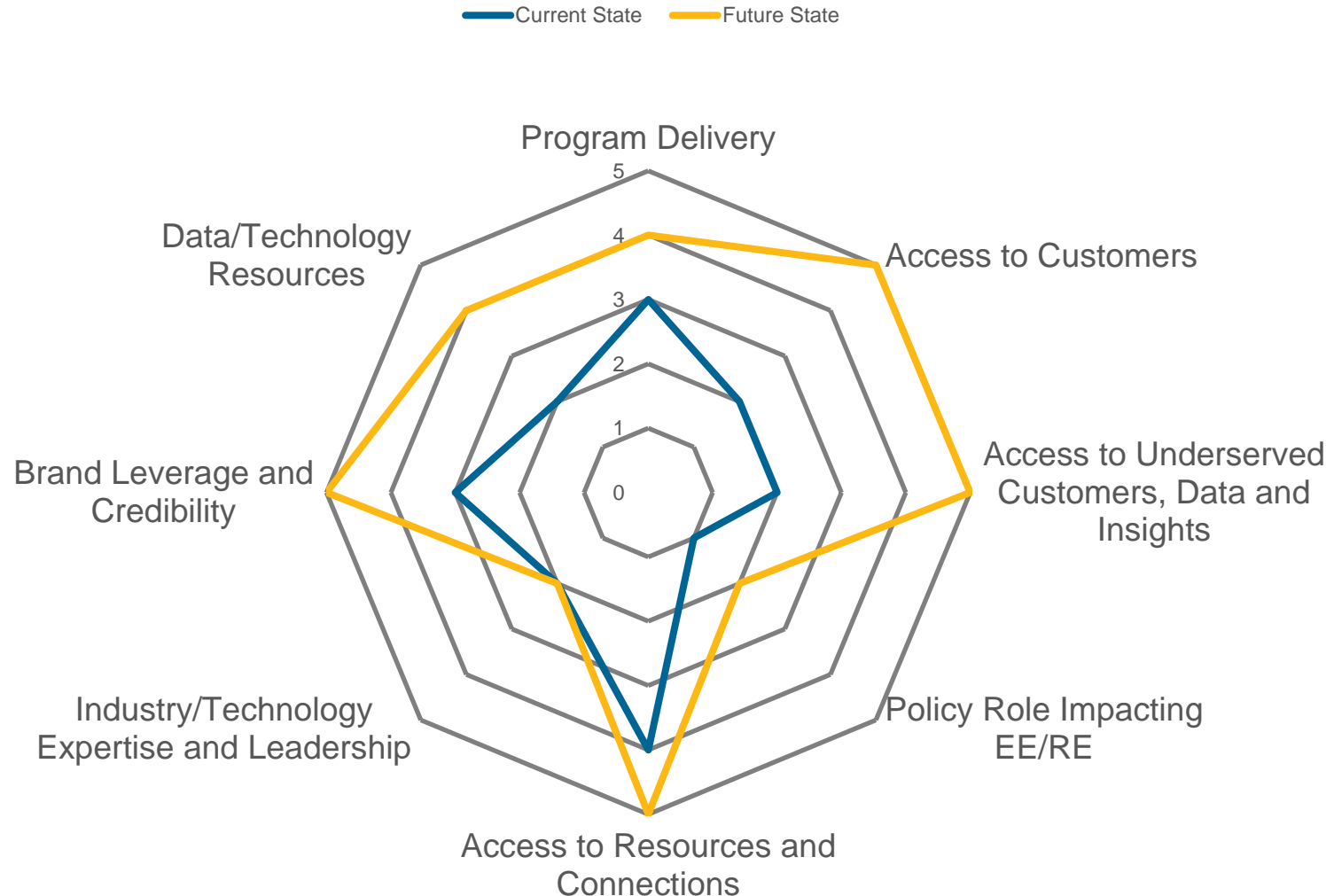
Relationship Mapping Examples



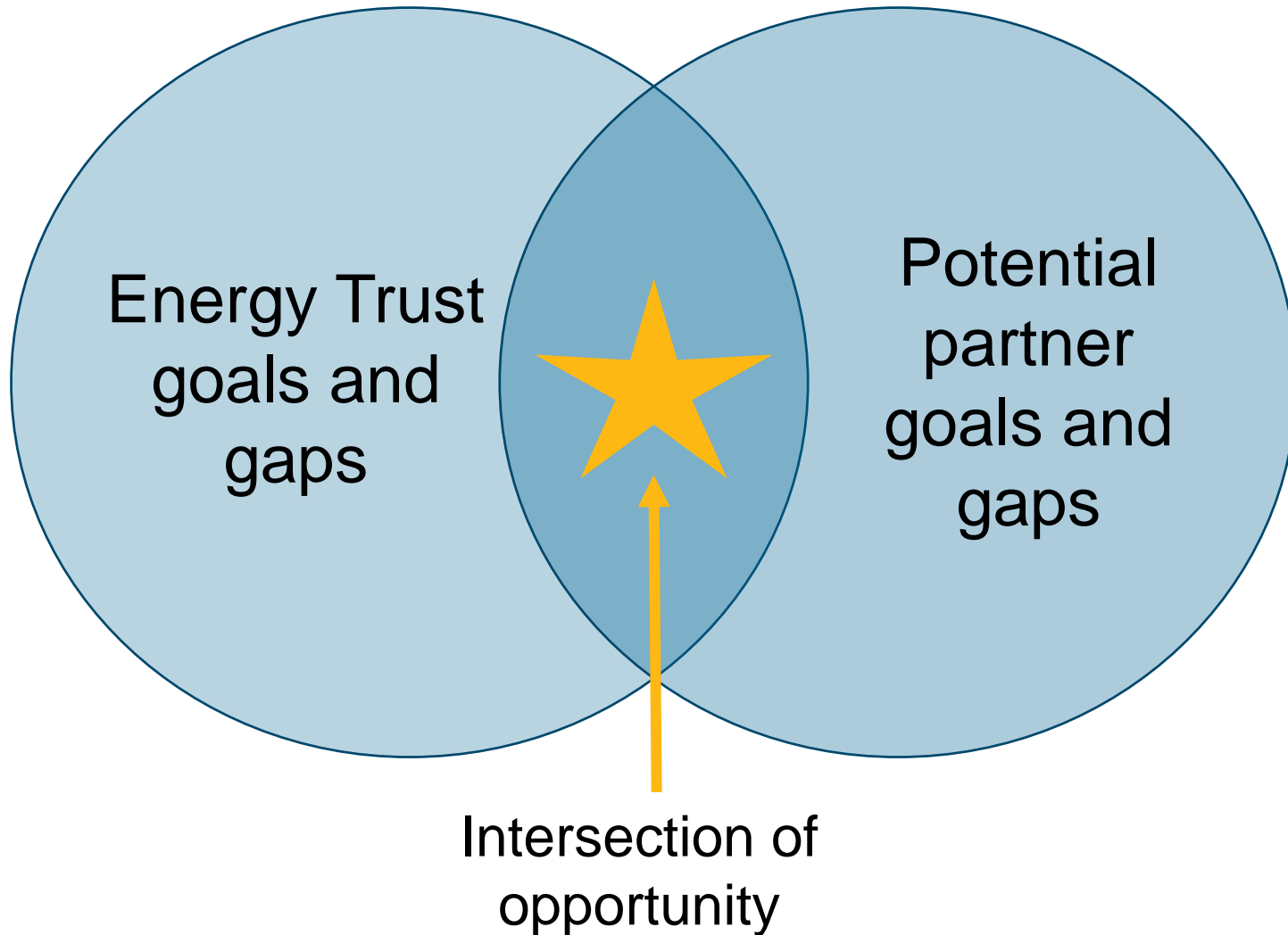
Direct/Indirect Model

Relationship Mapping: Energy Trust

Organization TBD



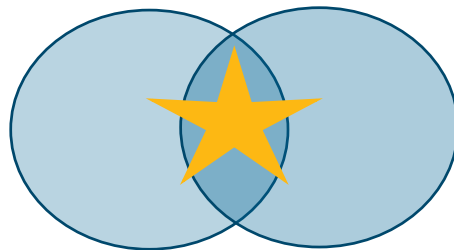
Relationships Should Be Mutually Beneficial



Assessing Intersection of Opportunity

- Business goals and Key Performance Indicators
- Mission
- Priorities
- Gaps
- Existing resources to support partnerships
- Potential level of investment
- Duration of engagement
- Potential risks

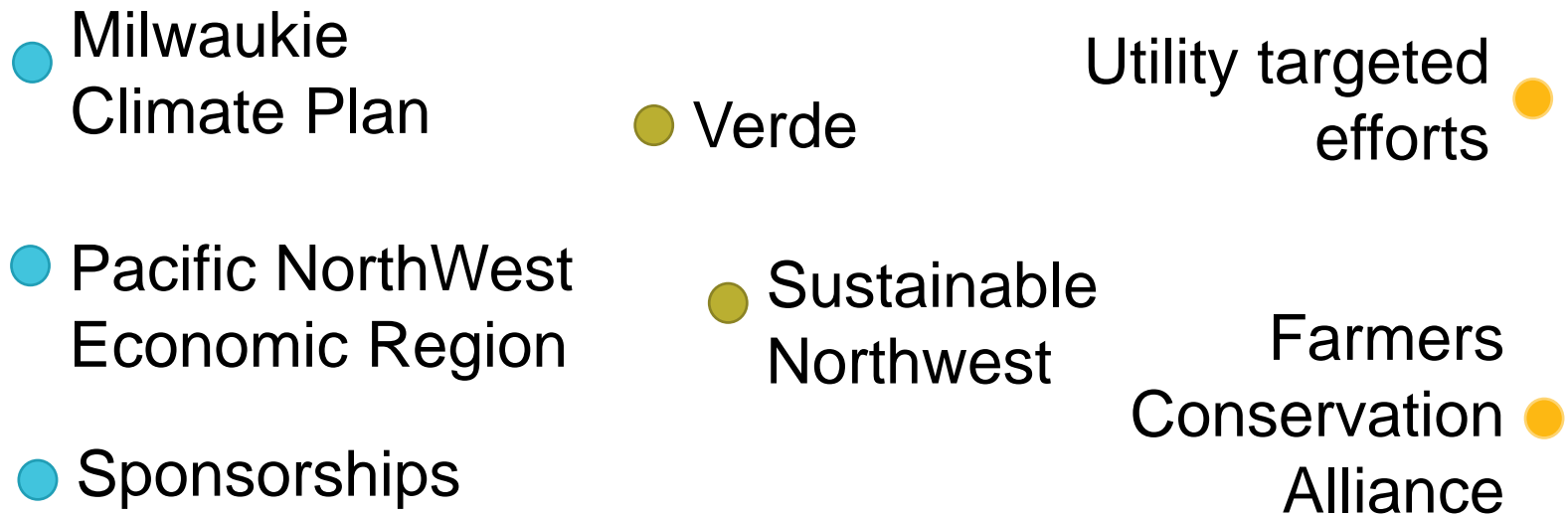
Example Relationship



Assess intersection of
goals and gaps



Relationship Continuum



Transactional

Integrated

Considerations for Strategic Planning

- Identify relationships that warrant deeper analysis based on goals
- Engage current and new stakeholders to understand their interests and challenges
- Apply relationship mapping and analysis to relationships of strategic value

Questions to Consider

- Do the 8 mapping criteria resonate as most relevant for us, when assessing potential relationships?
- Are there other criteria we should consider? Are there areas that need more depth or focus?
- As we contemplate the next strategic plan, do any new criteria come into focus?



Criteria:

- ☐ Program delivery
- ☐ Access to customers
- ☐ Access to underserved customers, data & insights
- ☐ Policy role/impact on energy efficiency & renewable energy
- ☐ Access to resources & connections
- ☐ Industry/tech expertise & leadership
- ☐ Brand leverage & credibility
- ☐ Data & technology resources



Thank you

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