

# Help Me Grow Texas Community Cohort Technical Assistance May 2021

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Help Me Grow Implementation Expert

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# Today's Session

- Framing *your* HMG system's value to current and potential system partners
  - Move partners from abstract buy-in to tangible participation
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# Today's Session

- ❖ Value Proposition
  - ❖ Review your partner list
  - ❖ Common Pitfalls
  - ❖ The Pitch
  - ❖ Examples
  - ❖ Review your partner list
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# Why a Clear Value Proposition?

- Move kindred spirits to tangible activity
  - Engage less common partners to plug in
  - Get funding that matches your priorities
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# Value Proposition

~~Vision~~

~~Mission~~

~~Brainstorm~~

*Approaching a partner to collaborate*

## Value

Your unique and useful **function**

## Proposition

The **plan of action** you offer that particular **audience**,  
at that particular time

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# Review Your List of Partners

- Which partners share your vision or mission?
  - What useful function have you framed for them?
  - With which partners have you discussed a plan of action for collaboration? For which do you have ideas?
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# Common Pitfalls to Active Partnership

## Doesn't address the partner's priority

- Doesn't further their aims, or is at odds with current resource allocation

## Too vague or abstract

- Can't picture it; don't think to use it; can't pitch it to their leadership

## Chameleon

- Customizing a new function for every partner with a system need

## Difficult to measure

- Intangible benefit; or requires unrealistic measurement/reporting

## One-way street, no skin in the game

- Optional/extra credit becomes low priority; nothing lost by opting out

# Value

**Consider your mission and vision.**

**Define a visible, unique function that can span sectors/partners**

E.g. Triage? Subject matter expertise? Conveners? Monitoring?  
This will focus your value statement and activity scope.

**For action: Target specific facets with motivated partners**

- Facets the community is focused on?
- Facets partners are already assessed on?
- Facets recent policy is addressing?

**Does it advance your overall goal?**



# Proposition

## What to propose? Great proposed activities consider:

### Partner's pragmatic limitation, barrier, or objective

- Thorn in their side, you offer relief
- Metric they're striving to hit, you lighten the load or add capacity

### Visible impact – ideally something they already measure or monitor

- More visible to staff at all levels, e.g. front line + leadership + funder
- Makes its own case! Less burden to defend its value over time

### Mutual benefit – its not a favor, it's a relationship

- Motivation cuts both ways – benefits to you keep you at the table, too
- You're looking for system builders – you offer opportunity to contribute

**Does it advance your overall goal?**

# Examples

## **Pediatrician example –**

- Value: HMG prepares parents for visits, evidenced based, streamlines Part C connection
- Proposition: Specific referral action, with what you commit to provide

## **Childcare provider example –**

- Value: Childcare provide can access subsidy, reduce their burden helping families enroll
- Proposition: Call together; if not resolved on spot, we loop back



# Examples

## **TANF center –**

- Value: Triage to parenting programs/HV, help them meet metric on upstream program referrals
- Proposition: Prompt on their form, referral in their native system, they follow-up with family if HMG can't reach

## **Home visiting program –**

- Value: Nuanced, current understanding of HV eligibility and intake, they get great referrals
- Proposition: They inform if on waitlist or ineligible, keep us posted on capacity or if can't reach

# Review Your List

- How might you change how you frame your value to invested partners?
  - Which partners offer greatest near-term opportunity for functional relationship?
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# Questions?

If later, email me at [stephanie@waypointec.com](mailto:stephanie@waypointec.com)

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# Additional TA Available

Further defining your value and function

Selecting strategic partners to approach  
Identifying mutually beneficial activities

Exploring the synergy:

- Value – Selecting partners/activities based on your function
  - Proposition – Pursuing partners/activities that develop your résumé and illustrate your function
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# Waypoint

Early Childhood Consulting

Need training for your own staff?  
Want to host training for community partners?

Live, virtual training on topics such as:

- Social Determinants of Early Child Development
- Value and Purpose of Developmental Screening
- Best Practices for Administering Screening
- Aligning Screening Delivery with Family Culture and Values
- Discussing Screening Results and Next Steps
- Streamlining Connection to Developmental Evaluation

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# Coming Up

## Texas-specific:

- BEMI session – May 27

Best Practices in Early Childhood System Building: Learning from Longstanding Help Me Grow Systems

- HMG Texas community cohort resource hub

## Network-wide:

- Help Me Grow National Forum call for Content Sessions due May 14



