



# STRONGER TOGETHER

FUTURE-PROOFING THE TRAVEL, TOURISM, AND HOSPITALITY INDUSTRY

## Collaboration Assessment



**TRAVEL  
ALLIANCE  
PARTNERSHIP**



**DESTINATION  
ON THE LEFT  
PODCAST**

# Assess your operationalization of collaboration within your organization and identify areas to improve.

This assessment has been created based on the Stronger Together: Operationalization of Collaboration 2023 Research Study. The sections of this assessment are designed to help you identify where you are seeing success with operationalizing collaborations and areas that you can strengthen. After filling out each section, review your answers and identify at least one area in each section where you can improve. This will be your roadmap to tightening up collaborations within your organization in order to lead to more success.

## SECTION 1: Priority areas for operationalizing collaboration – check the boxes that apply to you

	Fully Implemented	Partially Implemented	Priority to Implement	Future Implementation	Not a Priority
Establish goals ahead of collaborations and track results					
Define roles and responsibilities for collaborators					
Conduct meetings to regularly assess the status of the collaboration					
Proactively research potential collaborators					
Include collaborations in our budget					
Document our collaboration process					
Hold post-mortems after collaborations to assess successes and room for improvement					
Make a wish list of potential collaborators					
Invest in tools that facilitate better collaboration					
Train employees to work on collaborations					
Create a contingency plan for each collaboration					
Have an established vetting process for potential collaborators					
Utilize legal counsel for collaboration contracts					
Hire employees with experience conducting collaborations					

**SECTION 2: Collaboration part of overall Strategy – check the boxes that apply to you**

	Yes	No	Priority to Implement	Not a Priority
We pursue collaborations to increase value for our customers.				
Collaborations are aligned to the organization’s mission, vision, and values.				
We create long-term business goals that include collaboration.				
We view collaboration as a way to enhance public perception of our organization				
Collaboration is part of our competitive advantage.				
Collaboration is our solution to stay agile when changes hit our industry going forward.				
Collaboration is tied to financial goals and benchmarks.				
Collaboration is included in SWOT analyses.				

**SECTION 3: How far in advance do you budget for collaborations? Circle one that applies to you.**

A few weeks in advance

One month in advance

Three months in advance

Six months in advance

One year in advance

More than one year in advance

*Best practice is at least one year in advance.*

**SECTION 4: Training for Collaboration – check the boxes that apply to you**

	Yes	No	Priority to Implement	Not a Priority
Assign a mentor from inside your organization to train up new staff				
Use Video learning modules				
One-on-one learning sessions				
Coursework (either digital or paper-based) on principles of collaboration				
Provide real-time feedback				
New team members shadow during collaborations				
Provide reimbursement for employees to attend outside conferences/webinars/training sessions				
Outside consultants hired to train staff				
Rely on mentors from the collaboration to help train new team members				

**SECTION 5: Finding and Vetting Partners for Collaboration – check the boxes that apply to you**

	Yes	No	Priority to Implement	Not a Priority
We proactively identify organizations/ collaborative partners that serve the same customers				
Potential collaborators reach out to us				
We seek out organizations/collaborative partners in our geographical area				
We find partners at networking events or through our network connections				
We use an evaluation tool to determine if collaborations are a right fit for us				

**SECTION 6: Inclusivity and Collaboration – check the boxes that apply to you**

	Yes	No	Priority to Implement	Not a Priority
Collaborations are helping us meet our organization’s DEI goals				
We pursue collaborations that provide opportunities for internal members of our team that come from diverse backgrounds				
We pursue collaborations with organizations owned or operated by people of diverse backgrounds				
We persue collaborations with organizations that also value DEI priorities				
We pursue collaborations where the end consumer represents a diverse audience				
We pursue collaboration projects that create social change				