

6 TIPS TO CREATING POWER BUSINESS PARTNERSHIPS



Meet two award-winning, Dallas-based marketing and communications agencies that embody a diverse and mutually beneficial power partnership, EJP Marketing Co. and CONNECTIVE Agency. Together, they have diversity in experience and professional skills, as well as racial, geographic, language and cultural diversity. How

do they do it? We asked them for tips on creating business partnerships that drive success.

1. Have clear expectations - "As professionals with 60+ years of collective experience, we've seen what happens when teams don't clearly define expectations. I don't expect my business partners to read my mind, so I speak up and listen, and vice versa. At the beginning of a project and through frequent check-ins, partners should clarify expectations and ensure everyone is in sync. This fosters efficiency and productivity." - Ayona
2. Communicate regularly - "This piece of advice seems

obvious, but it's so important. When do you communicate? Email, phone or text? Is it working for everyone? Setting a reoccurring time and date will help facilitate productive discussions. We're so lucky to office together at Common Desk Oak Cliff, so seeing each other frequently, brainstorming on the fly and even just laughing together at the coffee bar helps us maintain open lines of communication." - Jacqueline

3. Motivate partnership and individual success - "Business thrives on connections. Connective and EJP care about the success of our partnership, as well as our individual agency achievements. We're always sharing business tips, contacts, or networking event updates that can help us all be successful together. Success should never come at the expense of a partner." - Manny
4. Respect one another - "Leave your assumptions at the door. We make a point to listen to one another. We respect where we come from, as well as the ideas that we all bring to the table. We know the power of respecting diverse thinking because the end results are profound. We've had clients

tell us they chose us because we bring diverse perspectives to the table." - Whitney

5. Foster non-work connections - "We make a point to support local, Oak Cliff restaurants, like Taco Deli, or talk over a fun dinner; we make a point to build personal connections. One of the clearest signs of a healthy, long-term partnership is whether you get along with your business partner. And that starts with knowing them on a personal level, their kids, and pets." Ayona & Jacqueline
6. Alignment of values - "Working with people who share your core values creates an alignment and camaraderie that can be powerful. When you have teammates, clients and partners whose values are aligned and in sync, things line up more effectively and obstacles

are easier to work through because you're coming from a shared foundation. Working with Staff Retreat Co., a local leadership/culture firm, we've identified our individual values and are working to define the values that will serve as the foundation for our partnerships." - Manny & Jacqueline

Visit their websites to learn more: <https://ejpmarketingco.com/>
<http://www.connectiveagency.com/>

Shown in photo: Whitney McAnallen, Director of Strategy at CONNECTIVE Agency; Manuel Valencia, Founder & Partner at CONNECTIVE Agency; Jacqueline Chen, Partner at CONNECTIVE Agency; Ayona Anderson, Founder & CEO at EJP Marketing Co. LLC

By Ayona Anderson

