



# EMPLOYER ENGAGEMENT QUICK GUIDE

## 5-C'S: THE PROGRESSION TO PARTNERSHIP

Partnerships are not established overnight. They occur over time and through progressive steps to be meaningfully attained. One way to conceptualize the progression to partnership is through the “5-C’s” that describe five steps typical in partnership development. What follows are the 5-C’s with a brief description of each that you can use as employment engagement professionals to identify where you are in partnership development, what to watch for to demonstrate partnership progression, and to plan for strategically advancing relationships you are in.

### CONTACT

One step beyond awareness of a potential partner. The action of contacting and being in the presence of the potential partner, often in the form or state of a meeting.

### CONNECTION

As a result of a contact, the establishment of a voluntary tie between potential partners to a possible common end. An early state of relation where ideas and efforts are linked.

### COMMUNICATION

As a result of a connection, the imparting or exchanging of information. A more solid state of relation as the ideas and concepts shared become foundational to a desire for continued and advancing communicating.

### COORDINATION

As a result of communication, a relational bond of organizing activity between partners enabling each to do their respective part to an established common end and purpose. Boundary lines are largely still developed with each other with no or very little cross-over.

### COLLABORATION

Moving beyond coordination, the state of breaking through boundary issues, where possible, to fully share in creativity, innovation, and joint ownership of achieving something together. The highest level of partnership.



The Program on Innovative Rehabilitation Training on Employer Engagement is a project of ExploreVR at the Institute for Community Inclusion, UMass Boston. ExploreVR offers VR agencies easy and convenient access to a range of VR research, related data, training and tools for planning, evaluation, and decision-making. Funding for this project is provided by the Rehabilitation Services Administration (RSA) Grant #H263C190012.

**The contents of this factsheet do not represent legal advice and is provided for general informational purposes only.**