

## **When to STAY and when to GO**

### **Tips on collaborations and connections**

#### **How to know when a collaborative relationship IS NOT working and when to exit:**

- \* You feel as if you're bringing all the value to the table
- \* There is a lack of communication between the two parties and no agreement on what the expectations are
  - \* The workload is one-sided, but both parties are sharing the profits equally
  - \* The other party devalues what you bring to the table
  - \* There is no trust in the relationship

#### **How to know when a collaborative relationship IS working:**

- \* You both see the big picture and overall mission of the project
- \* You're both willing to work together to make it happen and listen to each other's ideas to come up with the best possible solution
- \* You support each other's business mission and do not see an issue with cross-promoting one another when you get the opportunity through social media or marketing
- \* It's a two-way street with both parties contributing to the workload, communication and the conversation
- \* You identify each other's strengths and weaknesses and are cognizant of who can do what more effectively and efficiently
- \* You don't believe in the word "competition"

***Tisha Marie Enterprises***

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