

Elements of a Good Partnership

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You're listening to Business Badassery, the audio advice column for your online business. I'm Kirsty Fanton. And I'm Amy Posner. We're talking bite sized episodes that solve real world problems with a no holds barred tell it like it is kind of approach.

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Okay, we've got a good short and sweet one today and it is this. What are the elements of a successful partnership like yours? And when I say successful, I also mean we still have a blast together and love the way that that question is phrased. It's so it's so short, but it's so dense.

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Yes, me too. Can I just say a bit of that behind the scenes Intel? I love this question so much too, because I've, you know, I've had a bit of a funny recording session this morning, I'm a bit sick, you might you might be able to hear that I sound a bit. Like I've got, I don't know, rocks up my nose. It's

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I feel like this question has landed at a really perfect time. Because I feel like even if you're feeling sick, and you're still able to have this much fun, we must be on to a good day. Hey, Amy.

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Yeah, I did offer to let you off the hook and everything. So you know, yes.

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You did. And I insisted, I was like, no, no.

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And I think you know, and I think that's it's actually true that we, you know, I neither of us like seeing things on our calendar that we have to show up for I mean, you know, the way nobody does, and yet yet, but like every time we I see you and we get together, it's like it's always like such a lovely time in my week or month or whatever it is. So I think that qualifies in the we still have a blast together. Category Two?

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Yes, totally. Because I feel like every time we made it fills my cup, whereas some meetings on my calendar don't have that same effect. So yeah, totally. And I guess we should talk about what is it about the way we work together that facilitates that feeling right, so we can actually answer this person's wonderful question.

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I mean, I guess I think that a big, huge part of it is trust and communication. And I think, obviously, trust is something that you can only build over time, right? You know, I think back to when we first started partnering and working together, Amy, and I knew I really liked you. I thought I trusted you. But of course, I hadn't tested the theory.

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So I think that that's something that's definitely developed over time, and has just been such a wonderful foundation to what is a really good working relationship. I also think the fact that neither of us is ever afraid to say what we think, even if that means like laughing at the other person's idea. I think that is also something that means that we always work well together. And also means that neither of us ever resents or questions, the work that we're doing.

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Yeah, I think you're right. I mean, I think trust is a big part of it. And there's also I think there's an element of trust. With money. That's, that's a separate piece, and I'm not sure that it's trust, exactly, although, of course, you need that, right, you need to, you know, be sure someone's gonna be honest with you. But there's also how, you know, if you're partnering together in business, then that means you're, you know, effectively, ideally making money together, right? And handling money paying expenses, and, you know, money, it can just be like one of those things that can go very, very sideways for people. And so I think feeling that out over time, you know, we've had to do that, like, you know, heavy like, what, what are you willing to spend on? What don't you want to spend on where do you, you know, what do you think is important? What are your priorities? And also, you know, how do you feel about making money, I mean, that because that's been a, that's been something that we've had to had to sort out because when you when you partner, theoretically, there's, there's got to be enough money for both people if you know, to be profitable, which is something that I think if you don't have that, or you don't have that figured out, it can lead to, to not being able to sustain a partnership. I

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totally agree. And I think of like, as he said, I think money is something that can spoil an otherwise good relationship, whether that is a business relationship or a personal relationship. So I think you're right, I think that is something that's slightly separate to that trust element that has to come in there. And I think that's about having maybe a common vision for the work that you're doing together. Because of course, if one of you wants to do something on the cheap, but the other one wants to, you know, get all the bells and whistles and make something a really polished product, then that is going to affect how you both view expenses and what you are willing to invest in the project together just as one example. So I think, you know, having the conversation to make sure you're aligned on all things money and not just how you're going to split the profits. I think that is really important as well, and I think also, like, as I'm talking through this whole blog, I feel like a lot of this actually comes down to the fact that, Amy, I think both you and I are very good at knowing what we want, knowing how we want to spend our time, what we aren't willing to do. I think all of those things are important, because without that knowledge, you can't communicate that you can't discuss that with someone else. Does that ring true?

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Yeah, that's a really good point. And it's interesting too, because, you know, like, what, there's so many different kinds of partnerships that you can have, but you know, in our case coming together, where we each own, our own businesses, but we have things that we do together. So I think, I think it like in a case like that you you find out pretty quickly, because I always think you can't be in this position without having kind of some, some strong opinions and ways you do things, because you probably won't be in business for you. So, and, and I think you're probably if you're looking for, you know, like a competent partner, that's probably the kind of thing that you're looking for. So and something that you bring up a lot, Kirsty and I think is is relevant here, too, is, you know, to sort of move toward a partnership slowly, you know, test things out, try, try a thing, then

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try to, you know, try doing something together, and then try something, you know, that involves money and see, like, how do you,

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you know, how do you approach it? What's it like, you know, with the understanding that you're, that you're feeling this out, and that you value the relationship? And there's certain things you don't want to, you know, poison the well, if you will, I mean, I think if we had, I don't know, if we, if we had like been at odds about money or something was uncomfortable, I suspect, we probably would have said, you know, what, this isn't worth it. Let's just, let's just, let's just do what we do. And, you know, I'd rather be friends and then mess it up over that. I don't know. Yeah, I

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agree. And I guess for me, that speaks to as well, having the kind of relationship or the just the kind of comfort that you feel like you can have those difficult conversations if you needed to, because I think,

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you know, as much as the conversation about ending a partnership may be difficult or challenging, it's far better than continuing to go with somebody just for the sake of it. So I guess I feel like I'm not quite I don't quite have the word to articulate that. It's just like a, you're competent enough in the relationship to have the challenging conversations like that separate from how you feel about each other? Yeah, I think I don't know. I mean, I think to some extent, that's a it's a personality type. And it's a style, but that, then, again, that speaks to the relationship or the partnership, and whether it's a fit. And I guess I mean, that's true in any relationship, business, partnership, life, partnership, friendship, you have I mean, at a certain point, it has to go beyond the,

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I don't know, the superficial and like, Get real. And that's when you find out like, are we really compatible?

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I think that's right, yeah, that deepening like the willingness to dive deeper, and, you know, have a poke around and see if you like what you find there.

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So I don't know if I've ever told you this, Amy. But the first time we work together, I also really loved that we both brought slightly different strengths to the table. So it was when we were launching our online program called Business badassery. And I remember at the time, so I had never had VA or any other helping by visitors and AB you had a little team in place, I think you had a VA and maybe an OBM type person. And I remember that it was amazing, because I was very happy writing the copy, I think well the majority of the copy for that sales page and for that launch, and you had the systems where you were like, Oh, I'm so happy to set up like the checkout flow or whatever else we need. And for me that felt like such a huge way. And like I love that we were both willing to bring our fair share to the table. And also that those bits and pieces were complimentary. Like it wasn't like, both of us were like fighting over writing the copy. Or both of us were fighting over bringing like the system support. So I don't think I ever told you that. But that was also really nice. And just the willingness with which I think we both both brought the assets that we had available to the mutual table. No, you never did tell me that. Yeah, no, I love hearing that. And, you know, it's me. It made me think though, I think that's I don't know if this is something that you can actually

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define, describe, but I think that's there's like, I think it's like an element of mutuality or something. I

mean, it's been very easy for us. A lot of things have come easily. And I think that's, you know, it's one of those things, I think you could say, oh, yeah, well, that just works. But it's like, if something doesn't come easily, you resist it, you know, it's like, well, maybe this is working, or maybe it could work. Do I mean it's like when you know, you know, and I think that's really important in a partnership because I think sometimes you can force what you think you want or even, you know, think about what you just said like having complementary skills that you're willing to, to share. I think that's always a good thing to look for. But you don't know how that's going to have that sort of going to play out when you're, you know, when the rubber meets the road? So I think those are all the those are all the things that you kind of just have to it's kind of a wait and see.

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Yeah, definitely, because I think I suspect you could because I also feel like, we went into our first project together, we found, I guess, a huge amount of knowledge about how either of us worked, I think we had some conversations about like, the fact that we both like to move quickly. And, you know, the things that we enjoyed actually doing in our own work so that we could find a platform or a place to bring those skills and, you know, likes together. But I think beyond that, as you say, it was a bit of a discovery process, which I think, again, loops back into what you said earlier at about the fact that it's always wise to test the partnership. So you know, I would be so reluctant to sign up to say, run a 12 month program with someone having not worked with them before, because I feel like you could very easily get a month or two in and just be like, Oh my god, this is not a fit, this feels very draining. This is not aware, like to spend my time, etc, etc. So I think yeah, having those sort of test periods or test projects, which you can then decide actively, whether you do want to continue working together, or whether this was fine, but this was lovely. But you know, as you said, I'd be like, let's stay friends. So yeah, I just reinforcing that point, you shed air earlier, which was very, very astute.

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And I think, you know, there's, it's like, you need to bring discernment to the process and think about what it is that you really want from the partnership. And not that there's any particular one thing that's you know, you should want or get or that's better than another, you may just want like to collaborate or you may just not want to work alone. I mean, it can be that simple. But I think you want to think about what it is, what it is that you want, what what do you want to get? And what are you willing to give? And I think from there, you just you have to be Yeah, you just you just kind of have to feel it out. But I think what I wanted to say on the back of what you were saying there was, I think getting a sense of those things from the other person getting a sense of all the things of like, how they operate, what they you know, how they responded, situations, I think it's something you won't know until, you know, till you get in that situation until you're like, like, we were running a program together and somebody something's goes wrong, right, somebody's got a problem, or, um, they can't I can't think I think we had a couple of specific things. I can't think of what they are now. You know, how do you deal with it, right? Like, what's, how does that person solve problems? How do they solve challenges? That's always really revealing, I think. And so that's not like, that's not something you can manufacture. You just kind of have to wait, and wait and see. Right. The other thing I that I wanted to touch on that you spoke about, you know, like the idea of like running a 12 month program with somebody untested. And I've been in that situation. And I've been asked her to do things with people, and it's very flattering. And it's very easy to get caught up in the like, oh, wouldn't this be cool? Or Wouldn't this be fun? Or this could

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And I can remember once distinctly where that happened to me. And I thought, well, whoa, whoa, whoa, whoa, whoa, whoa, wait a second, because I like I did not have that that click. And by that, I mean, it wasn't like, Oh, I like like or not like it was a I don't know, like Kirsty you and I we click a lot and what we're thinking and how we see things, even if we operate differently.

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I don't know how to explain that exactly. But I thought I don't I don't know, I don't feel like I'm on the same plane with this person, the same wavelength, in terms of how I see things. So how could we run something together? Like what does that look like? Like if it felt very uncertain, and abstract and unsure to me, which was assigned to me that it probably wasn't a fit, and I didn't do it? But that's not something I can quantify. Exactly. But I think it's really important. Well, yeah, and

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I suspect what you're talking about, there is like a little bit of intuition as well. And I know that that can seem like very wayward, but you know, there's lots of science around the gut being the second brain and all those sorts of things. So I feel like, you know, if you have a feeling about an opportunity, or about a partnership, or about another person, you know, don't be afraid to try and tune into that and to try and work out what that feeling is and what it's trying to tell you, I guess because I feel like, yeah, like, I feel like our intuition rarely steers us wrong. So I know, that's probably a slightly woowoo thing to include in there. But I think you're right, and it kind of is, you know, equal to fireball just in terms of what is that thing where you feel like, oh, like, I don't know, if our values alone, or I don't know, if this person's vision for what this thing would be is, you know, where I would like to take an idea like this. So I feel like yeah, having some sort of compass that you can check in with and I think that compass can be both about what you want, how you want to spend your time and you know how you want to make your money, all those sorts of things. Add also, you know how you feel about the opportunity or the other person in front of you? I think that's always a good line of inquiry.

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Yeah, I do too. And I think it's, you know, when you, and as you discover that if you feel more excited about it, and you want to explore more, it's probably a good sign as opposed to like, Ooh, maybe that mu, maybe that's a little iffy. And again, I think you can only you can only find out by experience, but I think some of these are, you know, are things to think about, and also to talk about with, with the person upfront in the spirit of having, you know, on his communications, like, well, you know, let's look good, see how this goes. And then see, like, you know, how do we, what is our approach to money and to and to people into problems into? You know, I think that's, I think that's how you have to have to go. So let's, let's look here, what are the elements of a successful partnership like yours? I think we unpack that pretty good. I say successful. I mean, we also still have a blast together. And we do and I think that that's, I think we started there to come full circle. It's really satisfying. I mean, it's really fun. So it's like, you know, how great is that type, just like me to have that in your business to have that in your life.

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It really is. It's wonderful. Like, totally like this, the partnership I have with UAB just makes my wigs better. So like overflow. Happy that we found that because I Yeah, there's definitely a version of both of our lives. So we decided never to work together. And I just feel like, that's a way less fun version. So I don't know that there's any like secret to that I suspect it kind of is just a, I think it's partly a personality thing. Right, you know, other people's version of having a blast, I'm sure would look different to our version. But I think as well, like one thing I found about you as time has gone on, it's that I think, outside of work, because we have conversations that aren't about visitors, you know, and obviously, because of the other side of other sides of the world to each other. You know, that all happens really via WhatsApp voice notes. But I feel like the fact that we are so willing to have the kind of conversations about life stuff that I think a lot of other people in our lives, maybe I feel like that's something that also firms up the partnership. So there's something else outside of the way we work together that I think adds to the experience, but I don't know, do you feel the same? Or is that just me? Yeah, no,

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no. And that's what I was trying to say about that. Like the it's the gymnasts, a quad that wanting that? For me, it goes back to the thing you were talking about a minute ago, which is, which is the gut, it's that knowing it's that feeling? You know, like, you know, what's funny about that? It's like, you could you could have the like the the gut feeling that yeah, this is good. And then you move on? Is it really? Am I just gonna go wrong? It's just gonna happen, where when you have the gut feeling that something's off, you're like, No, I don't trust that. Gentleman. Yes. And I know that most it's like, no, no, no, like red flags, red flags, warning warning. I know, I think I bet I think and I think that's what gives us longevity, though, is that we do have those other conversations and that we do have a, I don't know if I would say a similar approach, but like a similar viewpoint on some things that, that I really like, and really appreciate. And I mean, there's certain things that I only talk with you about, for example. So like, it's kind of cool.

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Yes, save, I know. And I feel like I would be like, equally as happy to just like, catch up with you one day that we're not doing work. Like if I could vast like international travel and like, click my fingers and be where you are, or we could be somewhere else entirely. Like, I feel like, we would do that. And we just have a great time. Like, we could just talk about anything, anything related to life. And I feel like, yeah, it would be a really colourful kind of experience. So I don't know, I guess that says something about the value of a relationship that extends beyond the work you do together. I don't think every partnership needs to have that. But I think that that piece maybe speaks to the still have a blast together. Part of this person's question.

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Yeah. And I'm wondering, I don't want to belabor this too much. But I'm just wondering, like, I mean, just thinking in terms of, you know, longevity of relationships, and like, you know, whether things are doomed to succeed or fail, I mean, maybe that that's, you know, those are sort of some of those those elements, you know, I mean, when you meet somebody, and you actually do want to get to know them better. And then like, sometimes it pans out, sometimes it doesn't, you know, but like

when all the when all the boxes keep getting ticked, it's like, yeah, that's, that's it's a pretty good sign. And then I think if you've got that as a basis, then you know, and then then you're testing, then you're experimenting, and then it gets to deepen as you go, or I guess it could also, you know, fracture at some point. And I guess that's something to be maybe fracture makes it sound like it's broken. Or maybe it's just maybe it ends at some point. And that's a good thing, too. And I don't know, I feel like I'm wandering off into other territory, and we should come back and wrap up.

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Yes, let's do that. So hopefully, this has been insightful. And I think we've we've said a lot of relational things in terms of what to look for in a good partnership. So hopefully, if you're listening and you're considering going into partnership with someone else for a project, you know, hopefully You can start to think about those things like trust and communication, and values alignment. And also, like Amy mentioned that ability to test test that working relationship rather than going all in on some sort of epic, long, hugely involved project. First up. I think if you're able to do that, then hopefully you can make some really informed decisions about whether you should continue that partnership. And if so, you know, what you could tweak or change or what elements you can deepen to make that a really fulfilling part of your work, like Amy and I have have managed to do over the years. If you've got something out of this episode, we would absolutely love it if you left us a review. Or if you gave us a share wherever you hang out on line. We'll be back in your ears next week with another episode.

20:47

Yes, we will. Thank you very much. And I know what I was gonna say if you listen to us with any kind of regularity, you've by now learned that you can skip to the end of the episode and we'll tell you the whole thing in about 90 seconds. But if you don't listen till now, you'll never know. Catch you next time.