

The Essentials of Being a BA

The hows, whats, and whys of becoming an effective BA (and an effective partner).

WHAT IS A BA?

"BA" is shorthand for a Business Affiliate team member. Think of a BA as an enhanced volunteer with Partners Worldwide (PW). A BA volunteers their skills, experience and resources to end poverty through business growth and job creation. They also serve as ambassadors of PW to their networks, promoting our mission and vision.

WHY DO WE HAVE BAs?

Because Christian businesspeople around the world understand that business is an integral part of the solution to help families and communities rise out of poverty.

BAs are an essential part of our 3-way model. They encourage, equip, and strengthen their Local Community Institution (LCI) partnership through the Partners Worldwide cornerstones of Training, Mentoring, Advocacy, and Access to Capital. Secondly, the BA works with PW staff as they provide support and sustain the structure, operations, and future of the ministry.

WHO DOES A BA WORK WITH?

As a BA, you'll work with the leaders of our local partner organizations and the business owners they serve. You'll also work with Partners Worldwide staff members who facilitate, support, and grow our partnerships.

WHAT ARE THE QUALIFICATIONS FOR BEING A BA?

First and foremost, you should care deeply about ending poverty. You also should be curious, servant-hearted, interested in building cross-cultural relationships, and have the ability to navigate new situations. You've run a small business or have business knowledge and experience. You're a recent graduate looking to use your education and knowledge to help others. You're an expert in your field. Your skills and heart to serve are extremely valuable.

HOW LONG IS A BA COMMITMENT?

As long as you want. There's no minimum or maximum time requirement, but most BAs end up working with us for years and even decades. It's a testament to our relational network—the collaboration, trust, and meaningful relationships that are established. Our recommendation is to dive in and see what happens!

Common BA Professions



Accountant



Small Business Owner



Agronomist



Salesperson



Farmer



Banker



Engineer

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THE BA TEAM—YOUR ROLE IN THE RELATIONSHIP

1. The BA team should start with at least three people with complementary skills and experience.
2. Each BA team should designate a leader role(s) to oversee the BA team and its efforts within the partnership. Make it clear what the responsibilities are for both the team leaders and other team members.
3. The BA team provides input to an Annual Partnership Plan (APP) that is created by the LCI. The APP is your strategic planning tool that includes an action plan, metric goals, and a budget. Think of it as a pliable work plan, not a set-in-stone list of to-dos.
4. Communicate at least once monthly with your LCI via Zoom, Teams, or phone to help grow communication and accountability. This is a good time to express how important encouragement and constant prayer are as essential elements to the partnership.
5. As agreed upon together in the annual planning, help raise the funds needed through the LCI, Partnership Manager, and Partners Worldwide regional office for the partnership's annual budget, special projects, and broader support.
6. Recruit other BA team members, both for your team or to help start other teams.
7. Promote the vision and mission of PW. You are a primary ambassador of PW and play a key role in the partnership, and as a member of this global network. We couldn't do what we do without your time and endorsement.
8. Take a minimum of one trip per year to visit your partnership.
9. Attend BA events when possible.
10. Maintain frequent (monthly) and open communication with the Partnership Manager and Partners Worldwide.

HOW TO BE A SUCCESSFUL BA

The Big Number One | A BA is a resource, coach, advisor, and friend to the LCI. What, exactly, does all of that mean? Well, many things, but here are the primary ones:

Clear and Frequent Communication | Open communication is vital to a healthy relationship. Maintaining open communication channels between Partners Worldwide, other BA team members, and the LCI allows for better understanding of each other's needs. We must listen actively and ask questions to assure we are truly hearing each other.

Planning | Although we acknowledge that only God is truly in control, there's nothing like a good plan to make the most of everyone's time and efforts. For that reason, we've developed planning and measurement tools that are essential for a successful partnership and its outcomes.

Partnership Visits | Email, video calls, and Whatsapp can make it feel like the world is at your fingertips, but nothing takes the place of face-to-face visits. Walking with your LCI, participating in their culture and understanding what they go through on a daily basis goes miles (or kilometers) in being an effective BA and fostering a successful partnership. BAs, and all of our various team members, are strongly encouraged to take at least one annual visit to their LCI. That's a big commitment, but it's vital to the relationship.

Networking | One of the key ingredients of being involved in the Partners Worldwide model is the opportunity to collaborate with other BAs through events that encourage, equip, and teach each other. These events bring together individuals from the entire Partners Worldwide network and serve as points of celebration, education, and encouragement to all involved.

Grow The Network | We need more people advocating and fighting to end poverty. One of your vital roles is expanding the ministry to help in what we do. There is never a shortage of need, in both human and financial capital. Your influence as a high-capacity volunteer is the best "promotion" we have to further the ministry.



INTERESTED?

Take our volunteer interest survey at qrco.de/bavolunteer or scan the code.