Building Successful Alliances & Relationships
Thank You

- Colorado Association of Conservation Districts & Sponsors
- National Association of Conservation Districts – for use of materials with permission
Ten Commandments of Human Relations

- Speak to people
- Smile at people
- Call people by name
- Be friendly and helpful
- Be Cordial
- Be genuinely interested in people
Ten Commandments of Human Relations

- Be generous with praise, cautious with criticism
- Be considerate with the feelings of others
- Be thoughtful of the opinions of others
- Be alert to give service
Syzygy (sizz a jee)

- from astronomy
- unusual occurrence of planets being aligned in a straight line
- their gravitational pulls are all in the same direction
- creating an unusually strong force
- syzygy once every 18 years for the sun, earth, & moon
- causes tidal waves, volcanic activity, landslides, and weather activity beyond the norm. Power!!
Syzygy (sizz a jee)

- power of working cooperatively
- more can be accomplished
- organization’s culture that allows people to see possibilities that arise from joint action
- concepts of win-win, principled negotiation, applied creativity, negotiated strategies
- each side to benefit more from cooperative action
- country founded - joint action - neighbor helping neighbor
Relationships

“R before I and T”

(Relationships before Issues and Tasks)
Relationships

“Emotional/Relationship Bank Account”

- partnerships, alliances, relationships as bank accounts
- rules and regulations
- deposits & withdrawals
- important to never overdraw your account!!!!
Why Build an Alliance

- to reach a specific goal
- to combine or pool resources
- to create credibility of program or project
Who Do We Need to Reach

- ag groups
- environmental groups
- community leaders
- industry or corporate leaders
- city government officials
- state and federal government officials
7 Elements of Effective Alliances

- **Goals**
  - Common goals for the alliance.

- **Outcomes/payoffs**
  - What benefits can be achieved by working together

- **Leadership**
  - Leadership must be able to move the group toward agreed upon goals in a timely manner.

_from OSU Extension Service_
7 Elements of Effective Alliances

- **Commitment**
  - Each person must be committed to accomplishing goals.

- **Communication**
  - Establish an effective communication system between alliance partners.

- **Turf**
  - Sensitive to turf concerns. Openness about partners concerns/issues.

*from OSU Extension Service*
7 Elements of Effective Alliances

- Diversity/Gender/Ethnic Representation
- Need to involve people from diverse backgrounds
Building Successful Alliances

- How do we interest or involve others in our program or project?
  - WI FM
  - common cause
  - shared vision

- How do we maintain diverse alliances?
  - avoid working with the same old groups
  - reach out to new groups
Building Successful Alliances

Questions to discuss:

- Who are you currently having success with in an alliance?
- Where do your greatest challenges lie?
- What are you trying to accomplish?
- Why is any of this significant to what you are trying to accomplish?
- What are your potential partners looking for?
- How did you find your partners?
Building Successful Alliances

- Trust
- Cooperation
- Communication
- Knowing your partners

Successful Alliance
Examples & Discussion
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