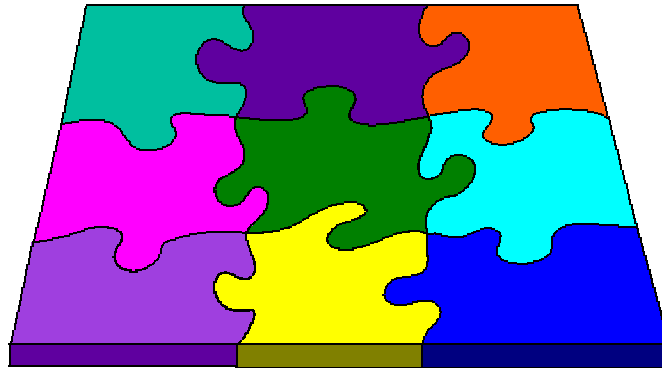
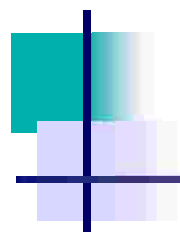


Building Successful Alliances & Relationships





Thank You

- n Colorado Association of Conservation Districts & Sponsors
- n National Association of Conservation Districts – for use of materials with permission



Ten Commandments of Human Relations

- n Speak to people
- n Smile at people
- n Call people by name
- n Be friendly and helpful
- n Be Cordial
- n Be genuinely interested in people

Ten Commandments of Human Relations



- n Be generous with praise, cautious with criticism
- n Be considerate with the feelings of others
- n Be thoughtful of the opinions of others
- n Be alert to give service



Syzygy (sizz a jee)

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



Syzygy (sizz a jee)

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



Relationships

“R before I and T”

(Relationships before Issues and Tasks”)



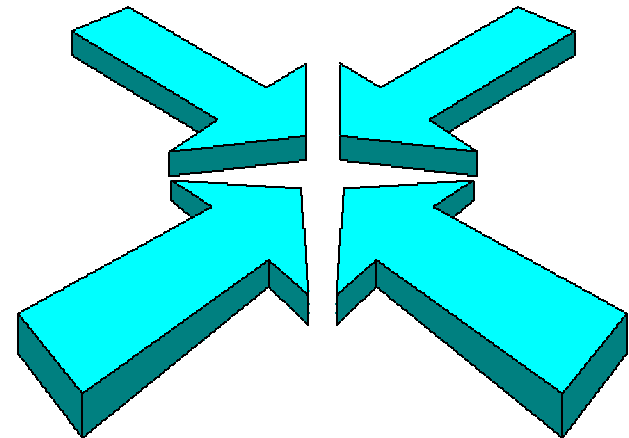
Relationships

“Emotional/Relationship Bank Account”

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

Why Build an Alliance

- n to reach a specific goal
- n to combine or pool resources
- n to create credibility of program or project



Who Do We Need to Reach



- n ag groups
- n environmental groups
- n community leaders
- n industry or corporate leaders
- n city government officials
- n state and federal government officials



7 Elements of Effective Alliances

- n Goals

- n Common goals for the alliance.

- n Outcomes/payoffs

- n What benefits can be achieved by working together

- n Leadership

- n 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

- n Commitment

- n Each person must be committed to accomplishing goals.

- n Communication

- n Establish an effective communication system between alliance partners.

- n Turf

- n Sensitive to turf concerns. Openness about partners concerns/issues.

from OSU Extension Service



7 Elements of Effective Alliances

- n Diversity/Gender/Ethnic Representation
 - n Need to involve people from diverse backgrounds

from OSU Extension Service



Building Successful Alliances

- n How do we interest or involve others in our program or project?
 - n WIFM
 - n common cause
 - n shared vision
- n How do we maintain diverse alliances?
 - n avoid working with the same old groups
 - n reach out to new groups



Building Successful Alliances

n Questions to discuss:

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



Building Successful Alliances

Trust

+

Cooperation

+

Communication

+

Knowing your partners

Successful Alliance



Examples & Discussion



Board Works by Ledgerwood

Ray Ledgerwood

Owner

1260 SE Harvest Drive

Pullman, WA 99163

Telephone 509.332.2218

Cell 208.301.4728

Email rayledgerwood@msn.com