Strategic Partnerships
Building Trust & Understanding

- You cannot effectively participate with people you do not know.

- Formal public hearings often fail because there are no relationships upon which to base communication.

- Relationships define the ability to fully understand one another and give proper consideration to one another’s needs, issues, and concerns.
Create Opportunities

- Think about creating the opportunities to get to know key stakeholders and create the kinds of discussions and events necessary to build trust and understanding
Think About Who Will.....

- ....be directly affected by the decision?
- ....be upset if they have no input to this decision?
- ....affect the decision?
- ....claim a legal standing (legal rights to...) that would be affected by the decision?
- ....have perceived moral claims that could affect the decision process or outcome?
Think About Who…. 

- …has the political clout to draw elected and appointed officials into the dispute?
- …is committed to the various interest groups, such as community groups or business groups, and will be responsible for acting as liaison and leader?
- …will be responsible for implementing the decision?
Think About Who……

- ....you need support from to implement and enforce the decision?
- ....could take legal action to block implementation of the decision?
- ....could undermine the decision?
- ....is committed to resolving this issue?
- ....will attend meetings, gather information