

Engaging with Partners: Understanding Motivation, Involvement, Recognition



MANAGING BY NETWORK

PARTNERSHIP AND COMMUNITY COLLABORATION
ACADEMY

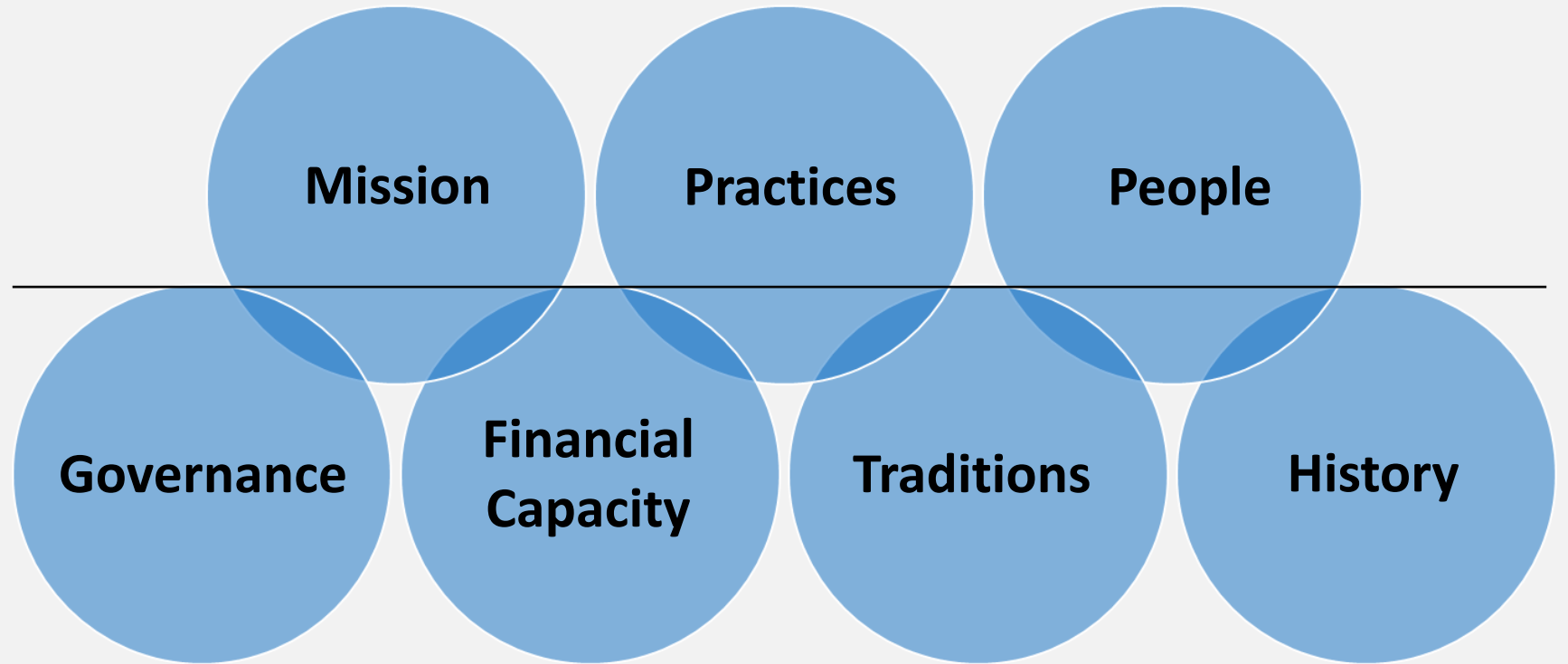


*“Cops and Bobbers” youth and
community fishing program with
local police and USFWS*

Partner Culture Awareness: Review

Part 1

Acknowledges,
understands,
respects and
communicates
respective
partners'
cultures
that are based
upon:

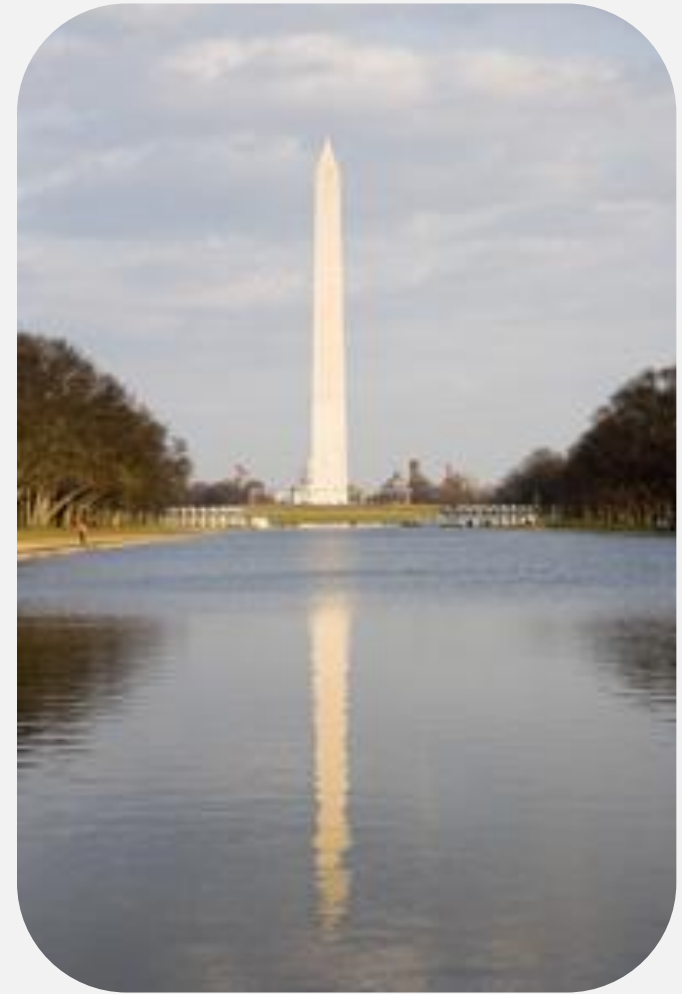


Partner Culture Awareness: Review

Part 2

Finds ways that partners' cultures can contribute to **strengthen the mutual endeavor**;

values the difference and finds ways to **integrate these differences into a workable operating culture** for the overall partnership.



Class Examples

Who is your partner?

What are you working on together?

What do you think motivates them to partner or work with you?



Motivation

What brings your partner to the table?

Involvement

What role do they want to play?

Recognition

How do they want their work recognized?



Motivation: Doing Good...

Reflection:

*Which
statement(s)
best match
what you
know about
your partner?*

Feels Right

Is Fun

In Return

Is a Tradition

Is The Right Thing

**Is Good for the
Community**

Is Good Business



Examples

Doing Good is the Right Thing

Doing Good is a Tradition



Examples

Doing Good is Good Business

Doing Good is Good for
Community



Examples

Doing Good Feels Right

Doing Good is Fun

Doing Good in Return



Involvement: What role?

Strategic	Tactical	Operational
<p>Focused on vision and mission, setting direction, finding key resources and relationships.</p> <p>Big picture and long-term.</p>	<p>Focused on planning and organization, allocating resources and managing process, programs, and partners.</p> <p>Medium-term, connect operations to strategy.</p>	<p>Focused on action and implementation, getting things done, fundraising, building the network.</p> <p>Short-term delivery of activities, events, products and services.</p>

Recognition

Shared in public
Shared with peers
Group praise
Private, quiet

*BLM Making a Difference Awardee
Collin Ewing, MbN 2019*



Words Matter:

What resonates with your audience?

- ✓ Strengthen local economies
- ✓ Working landscapes
- ✓ Support our community
- ✓ Leverage resources
- ✓ Promote health
- ✓ Provide access
- ✓ Ensure safety
- ✓ Sound investments
- ✓ Current and future generations





“We can never solve fisheries problems by employing the same methods we used to create them!

Complete commitment to habitat is the single piece puzzle that has never been employed.

Now it's time.”

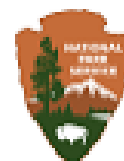
Flip Pallot



The Power of Testimonials

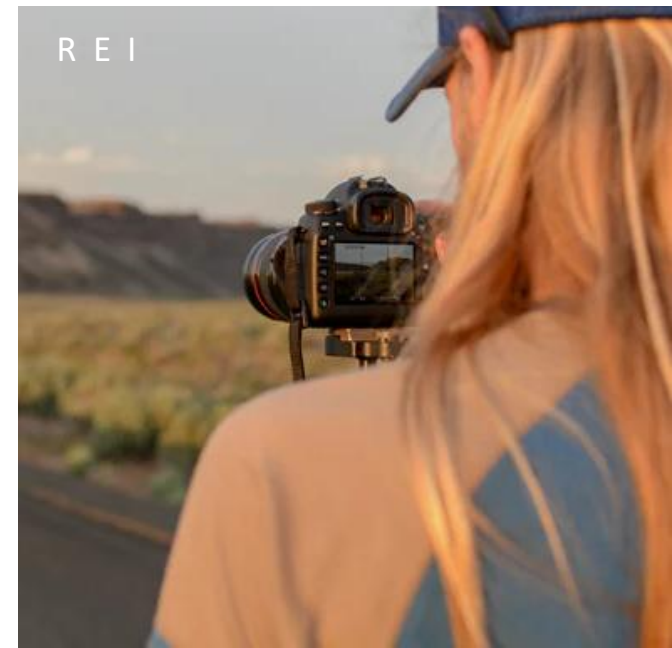
INVITING THE SPEAKER

A Closer Look at Foundation Partners

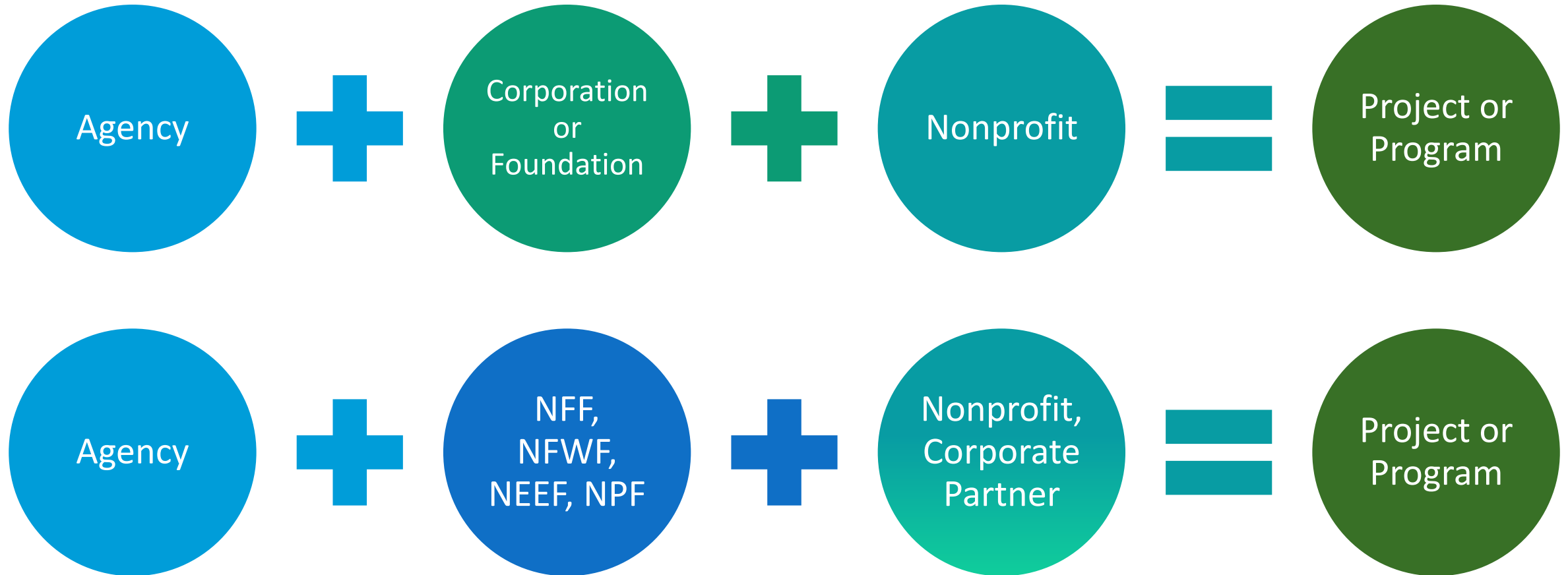


A Closer Look at Corporate Partners

*How are we
working
(or might work)
with corporations?*



Direct and Indirect pathways



Understanding Partner Motivation, Involvement and Recognition

HOMEWORK EXERCISE

Partner Motivation: Doing Good...

Doing good is a tradition

- **Involvement:** Strategic - focused on, impact, mitigate risk, quantitative evaluation
- **Recognition:** Shared public recognition to reach their constituents and invite partnership.
- **Key words:** History, tradition, social responsibility

Doing good feels right

- **Involvement:** Strategic - focused on outcomes, mitigate risk, quantitative evaluation
- **Recognition:** Quiet recognition if at all.
- **Key words:** Purpose, social responsibility

Doing good is fun

- **Involvement:** Operational - focused on: outputs, mitigate risk, qualitative evaluation
- **Recognition:** Individual recognition among peers and group praise
- **Key words:** Fellowship, serving community, doing good

Doing good in return

- **Involvement:** Operational - focused on outputs, accept risk, quantitative evaluation
- **Recognition:** Recognition among colleagues
- **Key words:** Grateful, social responsibility, made a difference

Doing good is the right thing

- **Involvement:** Operational - focused on outcomes, accept risk, qualitative evaluation
- **Recognition:** Shared public recognition connected to values
- **Key words:** Duty, good works, supporting each other

Doing good for the community

- **Involvement:** Tactical - focused on impacts, mitigate risk, qualitative evaluation
- **Recognition:** Shared public recognition focused on community values
- **Key words:** Service, civic responsibility, accountability, leadership

Doing good is good business

- **Involvement:** Tactical - focused on outcomes, mitigate risk, quantitative evaluation
- **Recognition:** Public recognition, co-branding
- **Key words:** Results, effectiveness, impact, opportunity, leadership

