

# Walking in Their Boots

The Science of Working with Others to Implement Projects and Programs

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# The Gila Watershed Partnership Projects and Programs

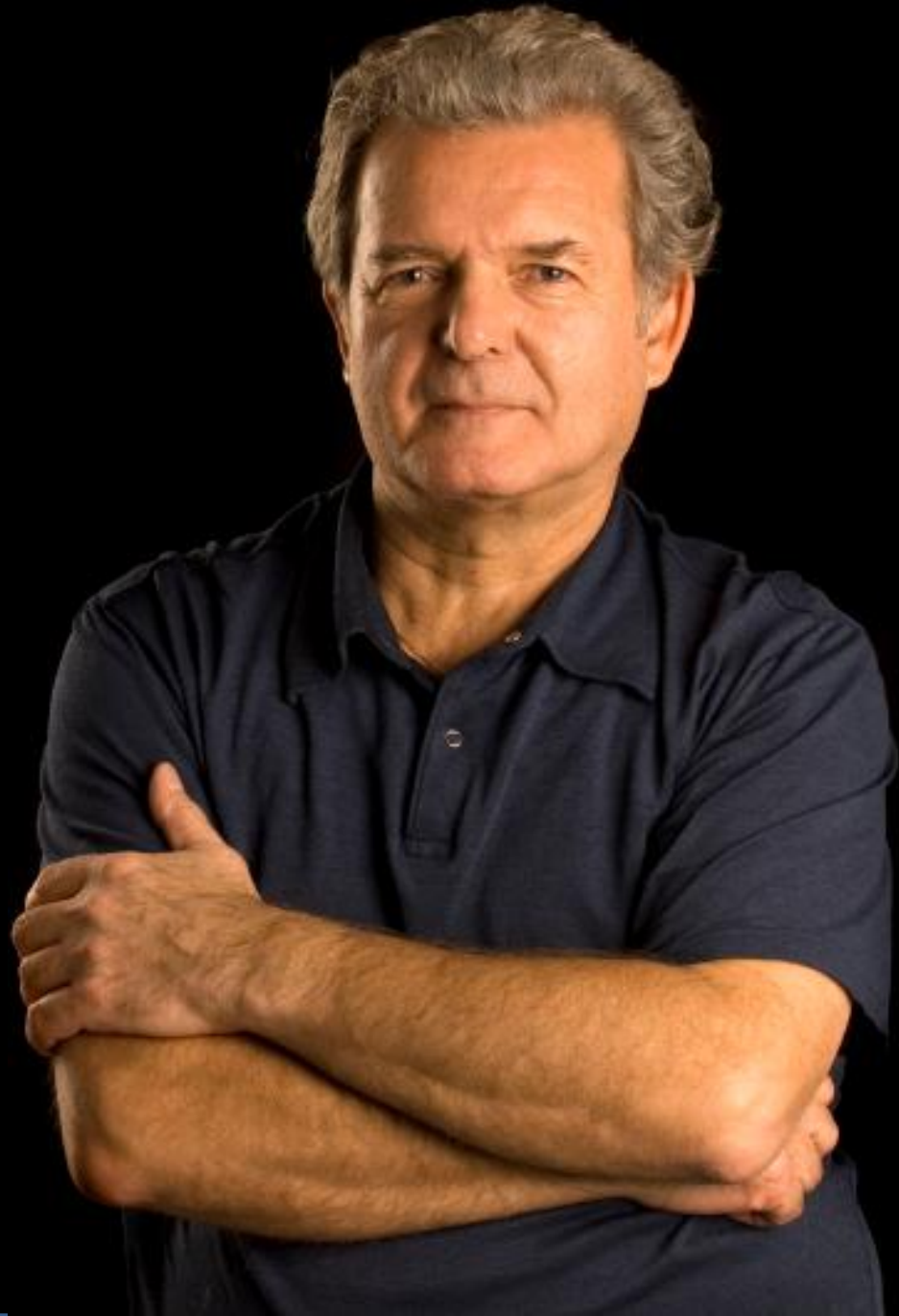


# Different projects and different perspectives



“ I told them  
what they  
should do and  
how, but they  
still won't do it! ”

Chris Gibbs – Mayor of Safford



“ I told them  
that frogs  
won't hurt  
their ranch,  
but they still  
won't do it! ”

Dan Taylor– Bat Conservation  
International



“ I told them  
it's my  
property and  
I don't have  
to do it! ”

Clarice Holder – Cattle Rancher





## Resolving these types of issues work best when:

1. Issues are high priority to all parties
2. All affected stakeholders are willing and able to participate
3. No single party can resolve the situation on its own
4. Outcomes are genuinely in question





## You are not going to be able to do what you want to do if:

1. Resolving the issue doesn't seem that important to key stakeholders
2. When one or more key parties have other avenues to better achieve their interests
3. Not everyone involved agrees that there is conflict





The simple truth is:  
It's very hard to make  
someone do what they  
don't want to do.

Give folks a reason to want to work with you



Will Holder does not want  
a pink purse



# How I motivated older people to use an Automated Teller Machine



# Free Keys!



# Understand the people you want to work with



Know what motivates  
your target market



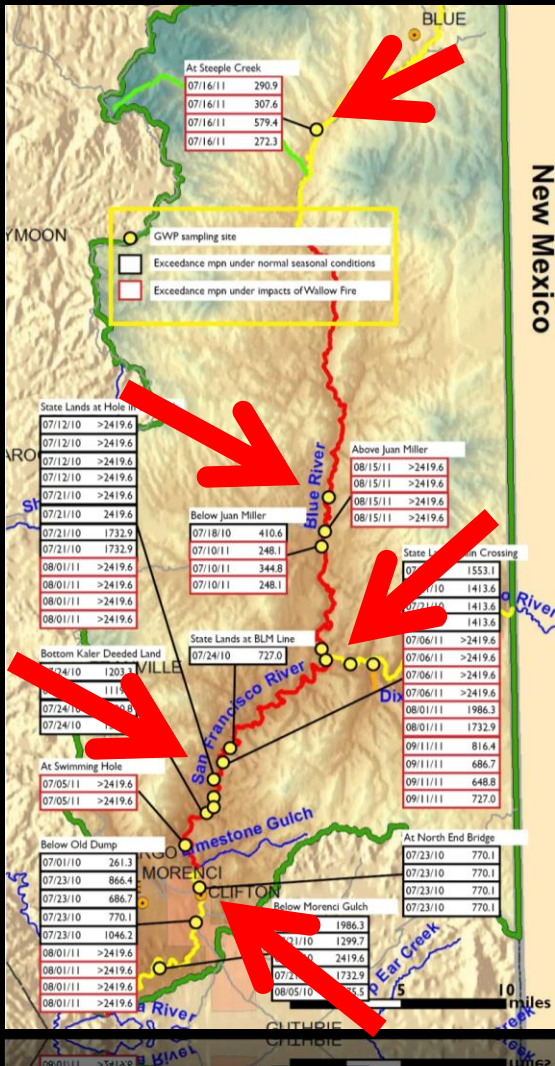
Try to really  
walk in the  
boots of  
your target  
customer





# Motivating a government agency to help us





**HUMAN**

**BOVINE**

**HUMAN**

**BOVINE**

**HUMAN**

**WILDLIFE?**



# Motivating a landowner to help us



# Motivating a landowner to help us



“ We need to conserve water because we are in a drought.. I will save you money by doing a home water analysis and save my water and your money. ”



Chris Gibbs – Mayor of Safford

“ I want to give bats access to water. I will give you funding for a livestock tank that will include an area for bats to water. ”

Dan Taylor— Bat Conservation International



“ I would be happy to exclude my cattle from the riparian area if I had water available somewhere else ”





**GILA**   
**WATERSHED**  
**PARTNERSHIP**  
**OF ARIZONA**