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
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.”

Clarice Holder – Cattle Rancher