INS and OUTS of PLANNING MANAGEMENT
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Relationship Building and Building Support

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Intent of this Morning’s Session

• Enter into a dialogue to
  – Identify those with whom we should build relationships.
  – Identify the reasons we should build relationships with certain individuals and organizations and the type of support expected from these relationships.
  – Identify the positives of creating and maintaining relationships; and the negatives when relationships fail and support evaporates.
  – Identify successful strategies for building relationships and maintaining support.
With Whom Do We Build Relationships?

- Appointed and elected officials
- Professional peers
- Trades
- Financial institutions
- Citizens and citizen organizations
- Clients
- Others?

- Do we treat them all the same?
Is There a Pecking Order?

• When building relationships and support, is there a pecking order of whom we spend more time building and maintaining a relationship?
• Is there a different approach to building relationships and maintaining support between the public sector and the private sector?
  – Is there a fundamentally different goal in building relationships and maintaining support?
  – Does the public sector planner/planning organization have a different goal in mind than the private sector planner/planning organization when building relationships and maintaining support?
What Do We Gain Through Successful Relationships and What Do We Lose When Relationships Fail?

- Are there gains and losses that accrue to planners/planning organizations notwithstanding if they are public or private?
- What might be the gains and losses that are different between the public sector and private sector?
Successful Strategies for Building Relationships and Gaining/Maintaining Support

- Why are you the success that you are?
- What technique did you use to build that relationship?
- Maybe more importantly, what are you doing to keep that a successful relationship (and how do you measure success)
- Is there a different approach in achieving successful support between the private sector and the public sector?