

# PROJECT RELATIONSHIP BUILDING PROGRAM

An Operation Unite® Outreach Program

The Operation Unite® Relationship Building program interacts with stakeholders and the public to identify community values and achieve a common goal.

## WHY IS THERE A CONCERN?

Sharing limited water resources across a growing population fuels battles between those that have and those that want. Even greater difficulty is created when the historic ways of life are threatened because of limitation.



## HOW CAN THIS BE CORRECTED?

Resolving this dilemma is found by identifying common community values and achieving a common goal. Both process and the goal are important. Developing respect, responsibility and trust are the values that build relationship between stakeholders and the public. Build relationship through application of interactivity.



## WHAT DO WE DO?

Operation Unite's relationship building program creates and maintains an internet radio channel specifically for the water project. We perform personal interviews, public presentations, media interviews, school participation programs, social media events, forum and public meetings, field visits, flash mobs and the list goes on. We touch the hearts and minds of the stakeholders and public through concentrated, content specific information that is both convenient to listen to and personal. Interactivity is essential in all relationship building activities. One event or action is linked to the next and any project and behavior successes are mirrored back to the stakeholders and public.



Ultimately, the project is resolved with all parties engaged in the process and focused on the common goal. Mission accomplished.



When water resource issues come knocking on your door, incorporate an Operation Unite® Relationship Building program. Stakeholders are heard, the public understands and agreements are made.

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Bringing People Together to Solve Water Problems

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