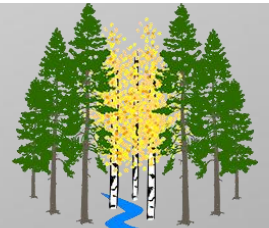
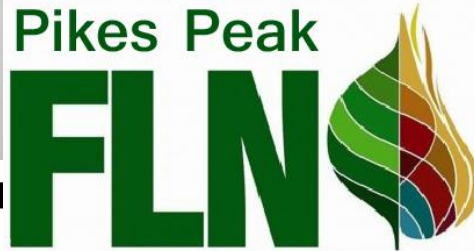


# Connecting for Conservation



**Jonathan Bruno**



UPPER SOUTH PLATTE  
PARTNERSHIP

RURAL VOICES FOR  
CONSERVATION  
COALITION



**CMAT**  
Community Mitigation  
Assistance Team

**FACCO**  
FIRE ADAPTED COLORADO



**FIRE ADAPTED  
COMMUNITIES  
LEARNING NETWORK**

# Act like a bee

Or Better Yet – Act Like the Flower & a Bee!





*"It's always 'Sit,' 'Stay,' 'Heel'—never 'Think,' 'Innovate,'  
'Be yourself.'"*

# Leadership

- Leadership is a process whereby an individual influences a group of individuals to achieve a common goal.

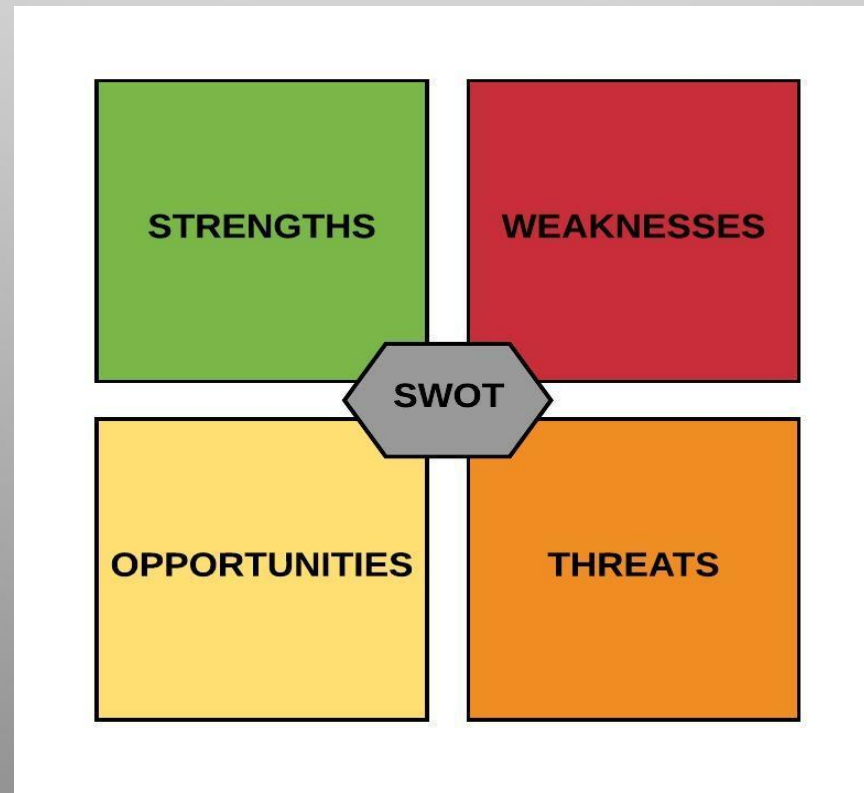


# Types of Leaders

- Referent Power
- Expert Power
- Legitimate Power
- Reward Power
- Coercive Power



# Strengths, Weaknesses, Opportunities and Threats



# Teton Area Wildfire Protection Coalition SWOT

## STRENGTHS:

- Frequent meetings
- Interagency and stakeholder Collaborative
- Strong Commitment of agency execs
- Most of the right people are at the table
- Strong interest from Forest
- Recent CWPP

## WEAKNESSES

- Limited town/county staff elected/nonelected
- Participation
- Not all participants engage frequently
- Limited Capacity
- Limited Public buy-in
- TAWPC decision-making process
- Capacity/structure of TAWPC Partners
- Inconsistent assessment tools
- No tracking of assessments
- Identity/branding/outreach

## THREATS

- NGOs advising against treatments
- “Leave it alone” attitude
- Emerging responsibilities and collaterals
- Lack of CWPP knowledge/outreach

- Long fire-return intervals not aligned with
- Lack of continued engagement from existing stakeholders
- Lack of implementation on private lands
- Public apathy and opposition
- Lack of media focus

## OPPORTUNITIES

- Developing a new website
- Hiring a Dedicated WUI coordinator
- Funding mechanisms to draw money
- Neighborhood delineation
- Sharing success stories
- Celebrating success
- Connecting conservation groups with other Stakeholders
- Revisit mission/vision for TAWPC
- Incorporate community voice
- Environment is economy
- Existing relationships
- Transparency in communication & mapping



# When do you use SWOT?

- Explore possibilities to problems.
- Make decisions for your initiative.
- Determine where change is possible.
- Adjust and refine plans mid-course.

What are the elements of a SWOT analysis?

## **Strengths and Weaknesses**

- Human resources - staff, volunteers, board members, target population
- Physical resources - location, equipment, environment
- Financial - grants, funding agencies, other sources of income
- Activities and processes – programs, systems, etc...
- Past experiences - building blocks for learning and success, the reputation in the community

## **Opportunities and Threats** - Forces and facts that are out of the community's control include

- Future trends in the field or the culture
- The economy - local, national, or international
- Funding sources - foundations, donors, legislatures
- Demographics - changes in the age, race, gender, culture
- The physical environment ( fire behavior, fuels, etc...)
- Local, national or international events

# How do you use your SWOT analysis?

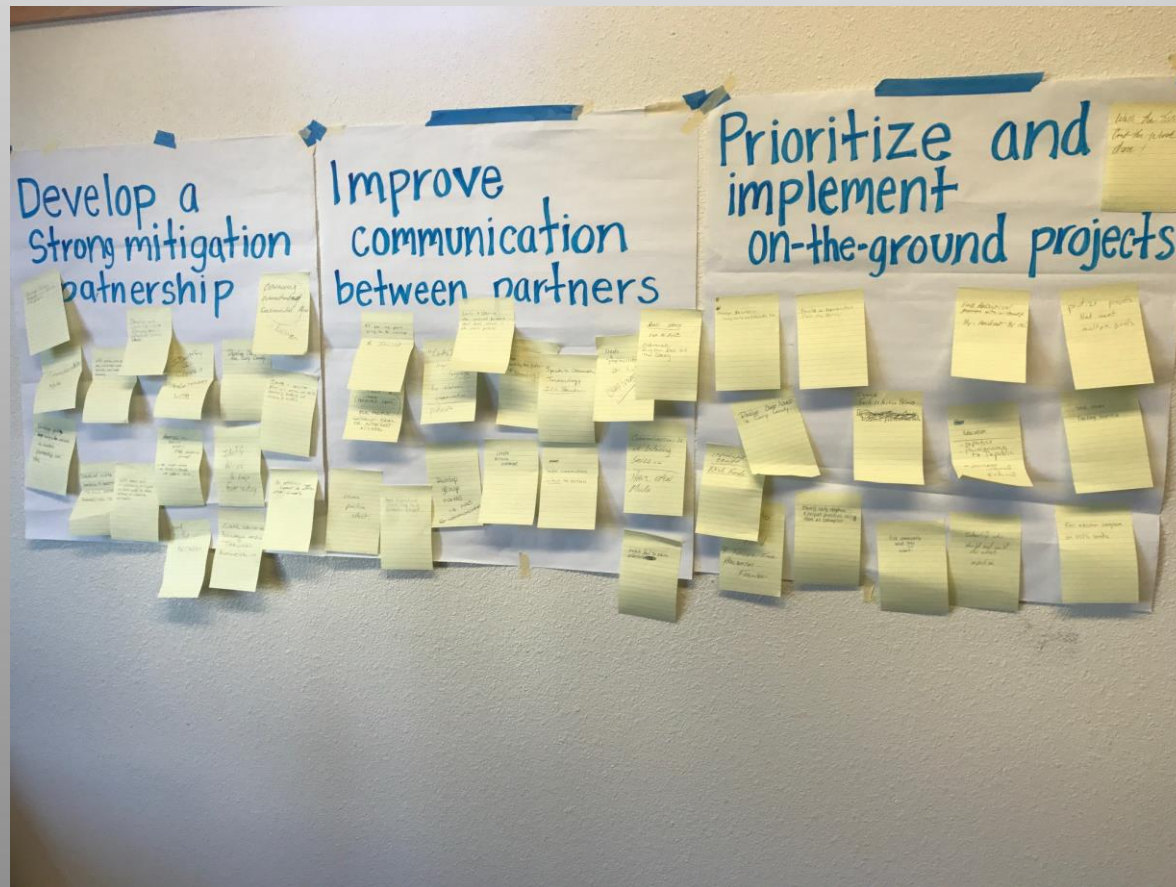
- Identify the issues or problems you intend to change.
- Set or reaffirm goals.
- Creating the Action Plan.
- Understanding your Value Proposition

# Your Task

- With your partner complete a SWOT Analysis.
- You will collect the information and complete the SWOT for your partner – They will do the same for you.
- You have 15 minutes.



# What now?



# Questions?

Jonathan Bruno

719-433-6775

[jonathan@cusp.ws](mailto:jonathan@cusp.ws)