National Fish Habitat Partnership Core Values and Marketing

Apple CEO Steve Jobs said that people want to know who you are and what you stand for. According to Jobs, Apple's core value is not technology or "making boxes for people to get their jobs done", but this: "We believe people with passion can change the world for the better....and that those people who are crazy enough to think they can change the world, are the ones who actually do."

The core values of an organization form the foundation on which we perform work and conduct ourselves. We have an entire universe of values, but some are so primary, so important to us that they remain constant in an ever-changing world. Core values are not descriptions of the work we do or the strategies we employ to accomplish our mission. The values underlie our work, our interactions, and our strategies. The core values are the most basic elements guiding our work every day in everything we do.

CORE VALUES…

- Govern personal relationships
- Guide business processes
- Clarify who we are
- Articulate what we stand for
- Help explain why we do business the way we do
- Guide us on how to teach
- Inform us on how to reward
- Guide us in making decisions
- Underpin the whole organization
- Require no external justification

CORE VALUES ARE NOT…

- A regurgitation of operating practices
- A description of business strategies
- Cultural norms
- An identification of competencies
- Changed in response to market/administration changes
- Used individually

The National Fish Habitat Partnership has not articulated its core values, but doing so will provide a solid foundation for conservation now and into the future. Given the challenges we are collectively facing, it is important to create a new narrative, and defining these core values is an important first step. Well-defined core values will resonate across the entire Partnership, uniting the regional Fish Habitat Partnerships despite their considerable ecological, geo-physical and even cultural differences. This strong foundation will help people understand and support NFHP when they are woven into compelling stories that elevate conservation into the social fabric of their communities.

Given this short introduction, here are six straw man examples of NFHP Core Values for the Marketing Group to consider. These recommendations are framed using specific language based on market and polling research conducted by Public Opinion Strategies and FM3 Public Opinion and Research Strategies.

NFHP's Mission: To protect, restore and enhance the nation's fish and aquatic communities through partnerships that foster fish habitat conservation and improve the quality of life for the American people.

Suggested NFHP Core Values

- **Man and Nature are two connected components of our planet:** Man and Nature are both parts of a larger biosphere, and our recognition of this reality is critical for our health and safety. If we spoil our land, air and water, then we risk the systems that feed us, provide freshwater and support many different economic sectors. We seek to create conditions where both man and nature can thrive. It is possible and desirable to have a strong economy and healthy environment; however, conservation needs to be elevated for this duality to become real.

- **Conservation is an enduring yet dynamic American value:** Reflected in Thoreau's writings, Teddy Roosevelt's actions and the longstanding excise tax on hunting and fishing equipment to supports conservation, this American ideal is founded upon shared moral, economic and spiritual responsibilities to manage and protect our natural resources. Government has been the standard bearer for this ideal and America's principle natural resource manager for the past century; however, societal changes compel the private sector and the public to get involved and make smarter choices in order to pass on America's beauty, wildlife and water resources to future generations.

- **Water is the key resource:** The two sayings – "a river runs through it" and "everyone lives downstream" – capture the essential value of water in our society. Clean water is imperative to the function of our natural and economic systems, and it is critical for our health and survival. Everyone needs clean drinking water. How we treat our aquatic resources affects those downstream. Water creates the connectivity between the parts of nature and provides a transportation network to move goods and services around the world. Besides meeting our basic human needs, water serves as habitat for fish, a vital source of food and the basis for a multi-billion dollar recreational fishing industry. Ultimately, we need to conserve our landscapes to protect these critical water resources.

- **Today's conservation requires a combination of individual leaders and diverse, sophisticated partnerships:** Teddy Roosevelt, Aldo Leopold and Gifford Pinchot were pioneers of the American conservation movement, embedding it as a part of the government's infrastructure and shaping the concepts of scientific management and

sustainable yield. An individual conservation ethic co-evolved among hunters and anglers, producing notable principles like Fair Chase, Catch-and-Release and Stopping Aquatic Hitchhikers! Both components remain important, but new tools and players are needed to keep conservation relevant in today's complex and rapidly changing society. Both the business and nonprofit sectors must play significant leadership roles to address today's conservation challenges. Public-private partnerships connected at multiple scales will drive local conservation projects, supported by cutting-edge financial and scientific tools. NFHP's 18 grassroots partnerships provide a solid nationwide foundation with already-existing relationships and scale linkages, making the platform an ideal vehicle for elevating conservation into the social fabric of communities around the country.

- **An interconnected approach to conservation is our way forward:** An interconnected approach to conservation will foster a mutually-beneficial relationship between man and nature that can produce social and financial outcomes like food and medicine alongside beneficial ecological outcomes such as wetland and habitat conservation. Scientific resource management has long been the basis for conserving America's natural resources, but due to global trade and communication among the planet's seven billion people, conservation must move beyond its reliance on natural science in producing species-specific outcomes. Today we must integrate the social sciences, finance and economics into our approach and adopt a more holistic long-term management framework to maximize a variety of nature's benefits.

- **Recreational fishing is a key vehicle to elevate conservation as a critical 21st century focal point:** Recreational fishing is truly a special activity for connecting people with nature. In an era where competition has become global and the majority of kids are pushed to specialize and outrun, out-jump and out-muscle each, recreational fishing provides a unique alternative. While certain skillsets are required, these skills are directly applicable to life's challenges. The power of recreational fishing will be used as a vehicle to advance the passion and influence of anglers to help elevate conservation as a critical focal area of the 21st century dominant culture.