



# *Finalizing Our Scenario Plans: Identifying “Must Do” Strategies for Conservation Districts*

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## Creating healthier communities

Strategy Solutions works within and across sectors. Healthy communities are created when organizations are strong within each sector and are equipped to maximize the impact of their mission(s).

We provide market research, strategic planning and organization development services to support healthy organizations and strong sectors.

Our Approach

# About Strategy Solutions



Our Presenter

# Experienced Leader



**Debra Thompson, CEO and  
Founder**

25+ years' experience in strategic organizational development including research, planning, program development and evaluation.



# Objectives

A

Understand how the current environment is impacting conservation districts and how to identify opportunities despite current challenges

.

B

Discuss potential future scenarios that could impact conservation districts in the future

C

Determine how future scenarios impact your local conservation district

D

Identify how your board and staff can work together to update your strategic and operating plans



# Our Reality: The world has changed.

What are some of the potential “long term” changes that will remain in our world from the pandemic?

We have a tendency to overestimate the impact of phenomena in the short run and underestimate the impact of phenomena in the long run.

- *Robert Amara*



Which of the following best describes your progress on thinking through this scenario planning exercise since the last session?

- Are you kidding? I/we have been too busy focusing on other priorities screaming at us!
- I/we have done a little bit of thinking/work on it
- I/we have done some thinking/work on it
- I/we have done a LOT of thinking/work on it and have a series of contingency plans developed!

**Group Poll**



# Introductions and Lessons Learned from the Scenario Planning Exercise



- Name
- Day Job
- What key issues have you been dealing with in your district?
- What have you learned from working through the scenario planning exercise?



# Revisiting Strategic & Operating Plans



## Step 1

Discuss and identify different possible future “scenarios” and examine how they impact business functions

## Step 2

Analyze your core competencies and identify new product and/or market niches.

## Step 3

Develop new “production systems” utilizing technology tools and resources to support “virtual” production and/or delivery where/when possible





# Step 1: Develop Scenarios

Scenario	Scenario A Best Case	Scenario B Most Likely Future	Scenario C Worst Case
Planning Elements	•	•	•

*Scenario planning starts by identifying the various “sets” of environmental conditions or factors that could describe “one potential future” set of circumstances.*



# Step 1: Identify the environmental conditions



- Best case scenario: What are the set of events and/or conditions that are the most positive and provide the best potential benefit to you?



# Step 1: Identify the environmental conditions



- Most likely future: What are the set of events and/or conditions that are most likely to happen over the next 1-3 years?



# Step 1: Identify the environmental conditions



- Worst case scenario: What are the set of events and/or conditions that are the most negative and provide the worst possible outcome to you?



## Step 1B: What are the impacts of these scenarios on your operations?



- ✓ Program Operations
- ✓ Management
  - Structure/Staffing Needs
- ✓ Employee Engagement
- ✓ Fundraising
- ✓ Governance
- ✓ Government Relations/Advocacy
- ✓ Relationships with Funders & Key Stakeholders
- ✓ Collaboration



Which of the following best describes how equipped your conservation district is to adapt to these various scenarios?

- Not at all equipped – we need some help!
- Somewhat equipped – doing ok but could use some assistance
- Pretty well equipped – doing well in many areas but there are a few gaps
- All set! We have all our bases covered and have solid contingency plans!

**Group Poll**



## Break Out Group Discussion

1. What are the most important priorities for our conservation district? (the ones that work in any scenario?)
2. How do we innovate or collaborate in new and different ways to ensure a sustainable future?
3. What are the key priorities to support the board?
4. What are the key priorities to support the staff?
5. What are our top priorities moving forward?





## Break Out Group Reports

What are our top priorities moving forward?





**Strategic Plan  
Goals & Objectives  
(FY)  
*Vision*  
*Mission***

What are your new strategic plan goals?

<b>GOAL 1:</b>
<b>This Year:</b> <b>A.</b>
<b>GOAL 2:</b>
<b>This Year:</b> <b>A.</b>
<b>GOAL 3:</b>
<b>This Year:</b> <b>A. .</b>
<b>GOAL 4:</b>
<b>A.</b>
<b>GOAL 5:</b>
<b>A.</b>



# What is your new action plan?

Goal 1:				
OBJECTIVE	ACTION STEPS	ACCOUNTABILITY	BUDGET	TIMEFRAME
A.	•			
B.	•			
C.	•			



How equipped are you to implement your top priorities?

- Still a little confused/concerned with the challenges we face
- A little overwhelmed with all the work, but we have some priorities moving forward!
- Feeling confident that we moving in the right direction!
- Ready to get going on implementing our plan!
- Something else

**Group Poll**



**Conclusions** *The success of any organization is based on the ability to adapt to the needs of a changing environment!*

- 1. Analyze scenarios**
- 2. Identify opportunities**
- 3. Innovate to meet immediate needs and/or transition to virtual and update your plan(s) to reflect the change(s)**





## Questions/Discussion

Thank you for your participation today.

If you feel that you would like some assistance, please don't hesitate to reach out to us:

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Adaptive Strategies and Scenario  
Planning Wrap Up





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