

# MOVING FROM MISSION TO OUTCOMES

## Ensuring Your Conservation Impact

Photo Credit:  
Dr. Kira Mileham

Virtual Workshop Series: Fall 2023  
November 2, 16, 30 | 3 pm – 5 pm EST

**GLMV Architecture's Zoo Division, IUCN Species Survival Commission (SSC), and Reverse the Red** have partnered to facilitate a conservation impact workshop that will provide any size organization with a foundation for operationalizing their conservation efforts.

In this **3-part series**, participants will:

- Form an inventory of existing conservation programs.
- Conduct a SWOT analysis.
- Prioritize & organize initiatives using an assessment matrix.
- Develop logic models with SMART objectives and metrics.

### Topics will include:

- A global perspective on the state of conservation.
- The business case for conservation.
- Leveraging organizational capacity & partnerships.
- Building support.

**“Conservation needs to move beyond random acts of kindness and instead mobilize strategic coordinated action.”**

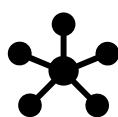
- Sally Jewel, former Secretary of the Interior, addressing the 2016 IUCN World Congress



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## REGISTRATION INFORMATION

**COST: \$1,750**

**Includes 2 Organizational Representatives**

Executive level participation is encouraged.

Attendance at all 3 sessions is required.

Workshops are limited to 5 organizations.

Registration Deadline: October 19

**Click to Register**  
(Payment Required)



**Mike Clifford**  
Strategy Director,  
Reverse the Red



**Dr. Kira Mileham**  
Global Director of  
Strategic Partnerships,  
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**Jen Charette**  
Zoo Community  
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### Questions?

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