

# CONSERVATION LEADERSHIP

Furthering Conservation And Sustainability Through Effective Leadership

presented by Jonathan Leeming



As we live in the future of a decade ago, never before has mankind been so uncertain about the future, and at the same time, never before have we been in such a position to solve the challenges of our time. As we stand at the edge of a new world, there exists a sense of fear, anticipation and anxiety regarding the seemingly unfamiliar but not too distant future. But how do we create the world that we want, rather than a world that gets handed down to us?

As conservationists and sustainability champions, we have failed to communicate our message in an effective and compelling way. As a catalyst for change, we have to realise that sustainability is not about saving the environment, but rather about saving ourselves who just so happens to rely upon the environment for our very existence. Without that link between the environment and society, our message will fail, and our impact will be lost.

This Conservation Leadership workshop focuses upon why it is important to get our message out there to the world, so much so that if we do not get our message out

to the world, we are doing the world a disservice! Why we all need to step up to the challenge of leading conservation efforts and focus upon effecting change. This can only be done by honing our message and improving communication skills.

The Conservation Leadership workshop as the following structure.:

- Introduction.
- Conservation and sustainability in today's world.
- Stepping up to the challenge.
- Why it is important to get your message out there!
- What is your message.
- Basics of communication (*practical*).
- Creating connection.
- Developing structure (*practical*).
- Communication toolkit (*practical*).
- Putting it all together (*practical*).
- Changing the world!

For up to 20 participants with a duration is a full day.

## Suitable For

- Conservationists and sustainability champions.
- Green team leaders.
- Field guides and lodge staff.
- Special interest groups.
- Conservation speakers.
- Conservation organisations, training schools and organisations pursuing conservation or sustainability goals.
- Everyone who communicates a conservation or sustainability message to the world.

## Duration

- Full day practical and interactive workshop.

## Format

- Full day practical workshop that pushes through the participants comfort zone.
- Maximum participants per session 20.
- Minimum participants per session 8.



**JONATHAN LEEMING**

SPEAKER • AUTHOR • CONSERVATIONIST

We are the first generation who truly understands that the world our children grow up in will be vastly different from our own. How we overcome the challenges of our time, will make the difference between a world that we tolerate, and a world in which we prosper. Author, professional speaker, and conservationist, Jonathan offers unique insight into creating a sustainable future, by teaching lessons from the natural world to create opportunities for change, leadership and innovation.

