



Sustaining Biological Infrastructure

Strategies for Success: a Short Course for Project Directors

This three-day, intensive course will provide you with the core business planning, marketing, and communication skills you need to meet your financial sustainability goals and ensure your project's success.

Our Training Approach

We believe in learning by doing. Our ultimate goal is for you to come away from the Strategies for Success course with an action plan and enhanced skills to improve your project's sustainability. Our faculty will present key concepts in course lectures, but you will spend most of your time in discussions with each other and working through relevant case studies and group assignments.

What to Expect

Throughout this course, you will have plenty of opportunities to engage with our expert faculty and network with your fellow participants; please come prepared to share your own challenges, success stories, and lessons learned.

We will also ask you to do a little advance preparation so you can hit the ground running. Don't worry – it's nothing too onerous. You'll be asked to read one of our case studies in advance, prepare a mini-pitch for the first day, and to bring along your project or program's recent financial statements and annual report. During the course, you'll also need to do a little work in your spare time to prepare your pitch for the final day of the course (see Session 10).

Session	What You Will Learn and Do
Day One:	
Session 1: Introduction <i>(early morning)</i>	<ul style="list-style-type: none">• Give a mini-pitch to introduce yourself and your project• Discuss your goals and objectives for attending the course• Learn about your fellow participants
Session 2: Evaluate your Current Sustainability <i>(late morning)</i>	<ul style="list-style-type: none">• Examine aspects of both financial and program sustainability• Learn how to build a Matrix Map• Identify your project's business lines and their profitability and mission impact
Session 3: Finance 101 <i>(early afternoon)</i>	<ul style="list-style-type: none">• Learn how to analyze and communicate financial information to a variety of audiences• Define a financially sustainable project• Determine the financial health of your project and assess strengths and vulnerabilities



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Session 4: Create Your Business Model Canvas <i>(late afternoon)</i>	<ul style="list-style-type: none"> • Learn how to develop and assess business models • Learn how to use the Business Model Canvas
Day Two:	
Session 5: Rethink Your Mission, Vision, and Future Activities <i>(early morning)</i>	<ul style="list-style-type: none"> • Learn how to evaluate the mission and vision of your project or program • Learn to use the Kellogg Logic Model as a planning and prioritization tool • Plan out your project's future activities using the Kellogg Logic Model
Session 6: Measure Your Success <i>(late morning)</i>	<ul style="list-style-type: none"> • Evaluate strategies to monitor and document project use • Identify key performance indicators for your project • Discuss ways to communicate project success effectively • Learn to use the Success Equation
Session 7: Analyze Your Stakeholders <i>(early afternoon)</i>	<ul style="list-style-type: none"> • Discuss the relationships among stakeholder analysis, communication, and financial sustainability • Use a framework to conduct a stakeholder and marketing analysis for your own project
Session 8: Communicate Effectively <i>(late afternoon)</i>	<ul style="list-style-type: none"> • Learn how to effectively communicate with different stakeholders • Learn the value and power of storytelling • Develop and present an "elevator speech," and receive feedback from other participants
Day Three:	
Session 9: Harness Private Funds <i>(morning)</i>	<ul style="list-style-type: none"> • Analyze your project for private funding potential • Learn how to make federal grant proposals into private foundation proposals • Discuss the possibilities of licensing and commercial partnerships • Learn tips on building relationships with prospects and funders
Session 10: Make the Pitch <i>(afternoon)</i>	<ul style="list-style-type: none"> • Practice pitching an idea to course participants and faculty who will play the role of potential funders • Receive feedback on the content, style, and delivery of your pitch