

9 SUFFICIENCY

>>> Will the strategic action(s) adequately achieve the objective?

10 LEVERAGE

>>> Could the success of the strategic action contribute to the success of another objective or strategic action?



**Efroymson
Coaches Network**

Conservation Strategies Probing Questions

TOP 10 FAVORITES

YOUR FAVORITES

Five horizontal lines for writing, with a large question mark watermark in the background.

Dear CAP Coach Colleagues,
“Probe, probe, probe” was the mantra of a 2008 CAP Coaches Rally workshop. Participants developed questions to help coaches elicit effective conservation strategies. We’ve compiled the **Top Ten Probing Questions** as a handy folding card for your pocket. No “junkyard dog” should leave home without it!

Best wishes, Greg Low

FOR OBJECTIVES

1 SCOPE OF SUCCESS

>>> Does the objective really guide you to a vision of success?

>>> Will achieving the objective “change a color” on the scorecard (*i.e. abates a critical threat or enhances a target’s viability*)?

>>> If you woke up tomorrow and the threat was gone and/or the viability of the target was good, what would you see?

Visit www.conservationgateway.org/cap for more information on conservation strategies.



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2 CLARITY OF OUTCOME

- >>> What is the specific outcome that you seek to achieve; are the terms defined (*e.g. exactly what do you mean by the term “protect”*)?
- >>> Is the outcome stated clearly enough for others to understand?

3 PRECONCEIVED STRATEGIC ACTIONS

- >>> Does the objective include certain preconceived strategic actions (*e.g. land acquisition, policy initiative*), versus focusing solely on the desired outcome?

FOR STRATEGIC ACTIONS

4 UNDERLYING FACTORS

- >>> Is there an underlying factor that acts as a critical driver or barrier that must be addressed to achieve the objective?
- >>> Is it feasible for us, or someone else, to address this factor successfully?

5 PROBING FOR OPPORTUNITIES

- >>> Are there places where this threat seems less ominous? What is happening there? Can these conditions be reproduced?
- >>> Do you know of a place that faced a similar challenge and things turned out successfully? What did they do? What were the key elements of their success?

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- >>> What are potential adverse or unintended consequences of achieving the objective (*e.g. environmental or socioeconomic*); how might these be addressed?

6 KEY DECISION-MAKERS, KEY CONSTITUENCIES AND THEIR MOTIVATIONS

- >>> Who are the decision-making bodies or individuals?
- >>> Who are the key constituencies who must be influenced to implement the strategy (*who has something to gain; who has something to lose*)?
- >>> What motivates them (*e.g. \$\$\$, fear, ease, peers*)? Why will they support/oppose the strategy? What's the process to engage or address them?

7 SCOPE AND SCALE

- >>> At what scale, and where, must the proposed protection or management action be applied to achieve the objective (*e.g. 100, 1,000 or 10,000 acres*)?
- >>> What degree of legal interest is required to achieve the objective (*e.g. fee title, conservation easement, management agreement*)?
- >>> What degree, frequency or level of management action is required (*e.g. bi-annual, small-patch controlled burns*)?

8 FUNDING

- >>> What's the estimated cost to implement the actions (*e.g. \$10,000, \$100,000 or \$1,000,000*)?
 - >>> Where's the money; what are the sources of funding?
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