



## VINE COURSE

# Aligning Passion and Purpose: Rediscovering Your Influence and leadership in Nature Conservation

**15th and 16th October 2009, Hawkwood College, Gloucestershire**

In this workshop Philip Goodwin and Tony Page will address the proposition that while many people yearn for real leadership and change, they are tired of change initiatives which so often fail to deliver, leaving leaders and teams isolated, demotivated and lost. Over two consecutive half-days Philip and Tony will help you rediscover your influence as a leader, reconnecting your passion for nature conservation with the purpose of your organisation and connecting you with like-minded others.

### Who is this for?

Leaders and managers in nature conservation. The size of organisation you work in varies from the very small to national organisations employing thousands of people. What you as leaders have in common is a passion for nature conservation.

### What is it for?

To help leaders and managers in nature conservation become more effective, aligning their passion for nature conservation and the passion of the people they lead with the goals of their organisations and with the nature conservation movement more widely.

### Expected Outcomes:

- Participants are stepping out of the immediate pressures of the day job and are starting to reflect on their bigger leadership picture in nature conservation
- Participants are sharing stories with each other and building a rapport within the group that encourages peer-to-peer learning
- Participants are relating learning points from the session to the challenges in their working lives
- Participants start to rediscover their leadership influence in nature conservation and make connections that will support them when they return to work

### Session Outline:

*Thursday 15th October - Afternoon*

**Effective leadership in a changing world:** a brief introduction to the workshop leaders, our ideas and what we will do over the next 24hrs.

**Positioning the discussion:** asking the participants to position the leadership discussion in terms of their story.

**Using storytelling and fable as a tool for influencing change:** what is it, why does it work?

**Leaders “stuck in the middle”:** Rediscovering your positive story as a leader in a world that doesn't seem to care!

**Reconnecting with your organisation:** Understanding the leadership challenges you face and reflecting on how you can be more effective as a leader in conservation

*Friday 16th October - Morning*

**Creating actions as a nature conservation network:** What are your key dilemmas in nature conservation and what meaningful actions can you take going forward?

**Discovering a powerful story to lead your organisation and/ or movement:** Finding a narrative for your organisation and a common roadmap that will take you forward as a network of leaders in nature conservation with clear milestones for the future.

### The session leaders

**PHILIP GOODWIN** has a PhD in Conservation Policy and has published articles on conservation issues in Transactions of the Institute of British Geographers, the Journal of Rural Planning and Environment and Planning.

He worked as a professional musician and as an international service volunteer with a community-based environmental organisation in Timbuktu, Mali before taking up leadership positions overseas with British Council culminating in the post of Regional Director for Sub Saharan Africa. Returning from Africa at the end of 2008 he currently heads up their global programme in the creative and knowledge economy.

**TONY PAGE** is a chartered business psychologist who assisted the British Council in developing its climate change and environmental strategy. He earns his living as an independent leadership consultant who has facilitated major change with top teams in British Council, Hilton, Home Office, Imperial College, Lloyds TSB, Nokia, Pearson, Phillips and Starbucks. He also teaches and writes about leadership and change.

Tony and his wife Helen have led working groups of parents to establish a wildlife area adjacent to their children's school. This included motivating volunteers, cutting back brambles, creating a pond, paths, planting trees, and putting up boxes for bats.

### Work together

Back in 2004 Philip was looking for a facilitator. What initially excited Tony about working with Philip in Africa was helping to turn a difficult and hopeless situation into a success story with 500 individuals contributing creatively and intelligently.

Their book about this work has so far reached more than 40 countries giving rise to requests to talk and deliver workshops, in private, public and third sector organisations.

Philip and Tony are known for bringing storytelling to leaders as a tool to create purpose and passion that leads to change that people believe in. During the coming year they intend to do more of this in private companies, health, nature conversation, the creative sector and along the UK-Africa axis.

### About the book

Included in your pack will be a book by the session leaders called "From Hippos to Gazelles: how leaders create leaders" (British Council/Kingsham 2008) which tells a story of major change that was multi-national, multi-cultural and difficult. Working through local leaders they engaged the passions of hundreds of staff across 11 countries. Packed with resources and tips this handbook includes a five phase route map with clear progress indicators and a fable of change.

This draws from the work of many others in the fields of leadership, teams, change and narrative including William Bridges, Joseph Campbell, Stephen Denning, David Kantor, Adam Kahane, John Kotter, Didier Marlier and Chris Parker, Robert McKee, Janice Prochaska and Peter Robertson.

Further details and additional copies can be obtained at [www.h2gleadership.com](http://www.h2gleadership.com)

### About VINE

VINE (Values in Nature and the Environment) is a not-for-profit organisation working to promote a broad spectrum of ideas, values and emotions generated by people's engagement with nature. We believe that the process of thinking deeply about what we do and why we do it will help conservationists to be more creative and effective in their working lives. We also celebrate the natural environment for its own intrinsic value. Please see [www.vineproject.org.uk](http://www.vineproject.org.uk) for further information.

**Practicalities:** The course will be held Hawkwood College, Gloucestershire ([www.hawkwoodcollege.co.uk/](http://www.hawkwoodcollege.co.uk/)). Hawkwood's speciality is in personal development courses which touch both on our spiritual core and combine this with music, arts, crafts, sciences. The college is set in 42 acres of beautiful gardens, woods and fields outside Stroud.

**Cost:** The full cost of the course will be £245, and includes accommodation, meals (largely organic, includes lunch on first and last days) and a copy of "From Hippos to Gazelles". Attendance need to be for the whole course.

**To Book:** Please complete the accompanying course registration form and return to Pat Vincent at the address given. We anticipate that the course will be oversubscribed, so please book early to avoid disappointment.

If you have any queries or would like to discuss the course further, please contact Sophie Lake on [sophie@vineproject.org.uk](mailto:sophie@vineproject.org.uk) or phone Pat Vincent, course organiser, on 01761 413638 (please note Pat will be away 23 July – 6 August 2009).