



**Eberswalde University
for Sustainable
Development**



**Centre for Economics and
Ecosystem Management**

Strategies formulation

Module: Strategies for change and transformation

Study program
Global Change Management (M.Sc.) – 2nd Term

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What are you going to do?

When?



Strategies formulation

1. Steps to formulate strategies

2. Hints for formulating strategies

1. Draft goals

II. Strategies formulation

Guiding question:

What do you want to change/transform? What you want to achieve in the long term?



<https://agencyanalytics.com/blog/master-goals>

2. Map potential actions (activities and strategies)

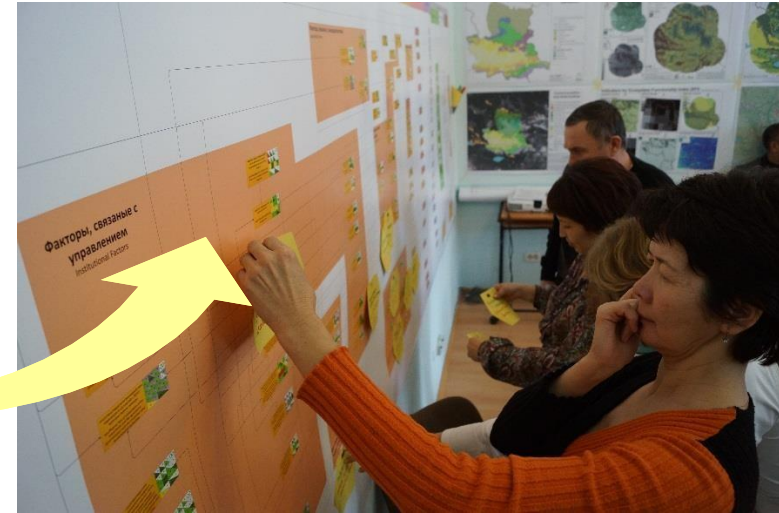
Collecting ideas



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- ✓ Brainstorm ideas of (existing) strategies addressing your goal(s).
- ✓ Lump and split, improve wording
- ✓ You can work on paper or on a digital document.
- ✓ Document the strategy. Use as a reference [Google Spreadsheet](#), or build your own structure.

Placing them into the conceptual model



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- ✓ Write the strategy “titles” on hexagonal yellow cards
- ✓ Select the best “entry point” for the strategy
- ✓ Place the card(s) on the conceptual model.

3. Formulate strategies

Guiding questions:

- **Who to influence?** and **with whom to implement?** Stakeholders and partners
- **Where to intervene – where not?:** at which level to start?; bottom-up, top-down?
- **What and how to do it?:** method, approach, general activities



Hints for formulating strategies

Start with a verb

If useful, you may specify who

Clearly describing the strategy may require a longer name.
Document this description (*in the [Google Spreadsheet](#)*)

Certification

VS.

Change forest
code to permit
certification

WCS
will change forest
code to permit
certification

Complete legal analysis
and work with Forest
Department to change
forest code to permit certification.
The process will be facilitated by WCS

Topics selection and group formation

Individual exercise (15 min)

1. **Select a driver** of your preference from the conceptual model or another you are interested in.
2. Think about what you would like to achieve in the long term regarding this driver. **Draft a goal**
3. Think about your **scope**, would you focus on a geographical area?

Plenary session to define topics and form groups.



Source image: Brainstorm by Jessica Lock from NounProject.com

Topics and groups:

Group 1: Health

Josepha, Jonathan
and Paula

Group 3: Land-use change, deforestation and intensive agriculture

Cosmo, Marie,
Jérôme, Ramniwas



Group 2: Conflict

Laura, Dario, Ragnar
and Etain



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**...thank you for
your attention!**

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