

STRATEGY AND COMMUNICATION

To Turn The Tide

We believe in the wisdom found at the intersections.

After all, the challenges we face are interconnected. The extinction crisis, sea level rise, dwindling freshwater resources, climate emergencies and their disparate impacts—these threats are self-reinforcing.

Our solutions must be intertwined and synergistic as well.

IMPLEMENTATION

- Build your team's muscle memory through coaching and technical assistance.
- Benefit from added consultant capacity, e.g., for science-driven storytelling.
- Enhance teaming and relationships aligned with your vision for impact.

▲ **Grow**

▼ **Nurture**

STRATEGIC PLANNING AND PROGRAM DESIGN

- Unify teams to clarify a shared vision.
- Identify levers of change and intersectional solutions.
- Prioritize steps to move these needles the fastest.

PARTNERSHIP AND BUSINESS DEVELOPMENT

- Deepen collaboration with existing champions.
- Build trust with new groups in authentic ways.
- Expand ideas and impact.

COMMUNICATION AND BRAND STRATEGIES

- Clarify your why.
- Broaden and diversify those who you engage.
- Help your audiences see themselves in your work.



Don't know
where to start?

STRATEGY ASSESSMENT

Crystalize strengths, risks and immediate opportunities through our easy, cost-effective scan.



Meet Rob

Rob began his career as a conservation strategist. While with the Jane Goodall Institute, Rob led the team who developed the conservation plan for the greater Gombe ecosystem of Tanzania and its famous chimpanzees. He holds a Masters in Conservation Leadership from the University of Cambridge in the U.K.

Contact Rob at Rob@WatersEdgeStrategy.com
to explore how together we can accelerate your impact.

See examples
of our work

