

Defining an Organization's Strengths and Gaps

Strategy: Land /water acquisition of a threatened habitat in South America		
Expertise required	Your organization	Needed partner capacity
Real Estate Transactions	Can coach on conservation lands, but can't own large blocks of land in country	Need partner that can own and manage conservation real estate with legal status.
Policy: need to create legal standing for conservation easements in country	Can provide expertise but can't manage process	Policy expertise and high success rates in introducing new legislation.
Community outreach	No media staff based in country	Communication expertise with local media, particularly in x province
Access to major landowners	Has contacts with many landowners through international firms and the American Chamber of Commerce	None

It would be difficult to find a partner that can fill all of the expertise gaps indicated above. A broad look will be needed to identify prospective partners in the following arenas:

- Real estate expertise. The type of partner here could be private, nonprofit or government – and does not necessarily have to be currently in the geographic area that is being targeted (although the partner will need to be registered and in good standing in the country).
- Policy expertise. Requires your organization to look beyond the geographic landscape to organizations with strong capacity in the capital city and strong relationships with regional lawmakers. Here again, the organizations could be private, lobbying firms, or nonprofits.
- Communications. Many different types of organizations could have strong media capacity, or could bring such credibility within x Province that their endorsement would be sufficient. Looking for organizations that have the ear of local residents, have credibility, and have communications expertise presents a wide variety of prospective partner types.