

# “MACMILLAN MATRIX” REPHRASED FOR ENVIRO’ AND CONSERVATION GROUPS

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		Attractive Program		Difficult Program	
		Other org’s cover this.	Few other org’s cover this.	Other org’s cover this.	Few other org’s cover this.
<b>GOOD FIT WITH MISSION AND ABILITIES</b>	<b>Strong Competitive Position</b>	1. Affirm this program and negotiate functions with other org’s.	2. Grow in order to provide this service to the movement.	5. Collaborate to share the load or help to find resources.	6. “Soul of the Organization” – find support for this or limit its scope.
	<b>Weak Competitive Position</b>	3. Give this away quickly.	4. Decide with other org’s who should do this.	7. Give this to other organizations, supportively	8. Collaborate to share the load or give it away.
<b>POOR FIT WITH MISSION AND ABILITIES</b>		9. Give this away quickly.		10. Give this away systematically	





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