

fresh strategies for conservation leaders



YOUR 2025 FIELD GUIDE

UnlockGov Leaders

Hey there, conservation leader!

Welcome to your 2025 Field Guide!

Think of this as your leadership trail map - complete with shortcuts, scenic viewpoints, and places to rest along the way.

This isn't just another boring workbook destined to gather virtual dust in your forgotten files. It's your active companion for turning today's insights into tomorrow's impact.

As we journey together, use these pages to:

- Capture your "aha!" moments
- Sketch out your action plans
- Track your progress
- Celebrate your wins

Remember that

Perfect is the enemy of progress.

Scribble, doodle, highlight, edit, delete, and make this guide your own! There are no right or wrong answers - this is your document now, and you know what you need best!

Let's start blazing your trail!

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Your Leadership Guide
Owner, [UnlockGov Leaders](#)



Imagine it's December 2025.

You're celebrating your most
successful year yet as a
conservation leader.





1. 2025 Was Your MOST Successful Year Yet! 🥂

Relax for a moment and time-travel with me to December 2025. You're sitting back with your favorite beverage, feeling that amazing mix of pride and accomplishment. The hard work paid off. The tough calls were worth it. You and your team knocked it out of the park this year! Now, let's capture that success. What exactly did you achieve? This is your chance to think big and bold - no limiting beliefs allowed!

What did 2025 success look like for you? (Be specific!)

Professional Impact:

Team Dynamic:

Personal Achievements:

Conservation Wins:

The Secret Sauce (What made it possible?)

Leadership shifts I made:

Boundaries I set:

Support I leveraged:

Skills I developed:

Breakout Session #1:

Each person has 3-5 minutes to share:

- Introduce Yourself - Name, Organization, Position
- Your biggest 2025 win
- The one leadership change that made it possible
- What do you imagine that you wish you'd known sooner





the best time to plant a tree was 20 years ago
the second best time is now

- Chinese Proverb



2. The Sustainable Leader

<p>PHYSICAL ENERGY - Your Daily Power Source</p>	<p>MENTAL ENERGY - Your Brain's Bandwidth</p>
<p>When's your peak performance window? (morning? Afternoon? Night? 2 pm?)</p> <p>What activities drain your battery?</p> <p>Which habits fill your tank?</p>	<p>Where are your decision fatigue traps? (what wears your brain out most?)</p> <p>When do you hit your focus sweet spot?</p> <p>How many meetings until your brain fries?</p>
<p>EMOTIONAL ENERGY - Your Leadership Fuel</p>	<p>STRATEGIC ENERGY - Your Vision Engine</p>
<p>Who energizes vs. depletes you?</p> <p>Where do you find your motivation?</p> <p>What conversations light you up?</p>	<p>Where do your best ideas come from?</p> <p>When do you make space for big-picture thinking?</p> <p>How do you maintain momentum?</p>

If you were to rate each category (1-5) as it is today, where do you currently stand?

ENERGY	CURRENT STATE (1 = miserable, 5 = great!)
PHYSICAL	
MENTAL	
EMOTIONAL	
STRATEGIC	



almost everything will work again if you
unplug it for a few minutes.. including you.

- Anne Lamott



3. Setting Productive and Healthy Boundaries 🙌

Your time is precious habitat worth protecting! Your brilliant conservation work is getting squeezed into the margins between the endless meetings, email avalanches, and “quick” questions that turn into hour-long conversations. In 2025, it's time to build stronger boundaries around your time - because no game-changing management strategy was ever crafted in the chaos of constant interruptions. Ready to reclaim your calendar and your sanity?

Which of these time-draining habits are you ready to tame in 2025? 📌

Email Batching

Email: Where good intentions go to die - unless you batch it like a boss!

1. Set Your Priority Hours (Block 2-3 specific times daily for email)

2. Set Your Response Windows: Create clear expectations for response times and let team members know.

For Example:

- Emergency/Critical: Same day
- Important: Within 24 hours
- Regular: Within 48 hours
- FYI only: Weekly batch processing

Your Email Response Windows:

3. Use an Auto-reply Template:

Turn your inbox into your ally! Set up an auto-reply that works harder than a beaver building a dam. You'll set clear expectations while keeping your sanity - and yes, you can still surprise folks with an early response if your day allows!

For Example:

Thanks for your email! I check messages at set times daily to ensure focused work and better responses to you. For urgent matters, please call/text [number]. Otherwise, expect a thoughtful reply within [timeframe]. For [specific issues], please contact [alternate contact].

Your Auto-reply:



The Meeting Matrix

Does your work suffer because you attend too many meetings?

If so, it's probably time to create a tool to help determine WHICH meetings are must-attend. Before you click "Accept," consider asking questions like these:

- Does the topic of this meeting directly impact your top 3 priorities?
- Are YOU the essential expert needed?
- Do you have the option to say no?
- Could this be an email? (Please say yes!)
- Could the topic be added to another set meeting agenda?

What are YOUR Must-Attend Meeting Criteria for meetings in 2025:

- ✓
- ✓
- ✓
- ✓

Tech-Free Times

Want to know what separates good leaders from great ones? It's not their email response time - it's their ability to think deeply and create space for innovation. When your phone isn't buzzing every 3 minutes, your brain actually has room to do its best work. Wild concept, right?

Design Your Tech-Free Sanctuary:

- Morning routine (first 30-60 min):

- Deep work blocks (90 min minimum):

- Transition times (between meetings/tasks):



NOT-NOW Scripts

Your secret weapon for saying "no" gracefully is being prepared! Keep these ready-to-roll responses in your back pocket - they're like diplomatic immunity for your time. Professional, respectful, and clearer than a mountain stream!

Here are your starter scripts:

- **Meeting deflect:** "Thanks for thinking of me! Could you share the agenda first? I may have the perfect person to send in my place."
- **Email pause:** "Got your request - I'm in the field until Thursday and will respond thoughtfully after I return."
- **Urgent-but-not-really:** "Help me understand the timeline - what happens if we tackle this next week?"

Create your own! Fill in these prompts:

- **When someone stops by and wants to "pick your brain":**
Your polite boundary + alternative suggestion

- **For last-minute meeting invites:**
Your standard response + minimum notice needed

- **When you need focus time:**
Your way of saying "not now, but later."



there is only one way to eat an elephant:
a bite at a time.

- Desmond Tutu



4. Turning Inspiration Into Action ✨ ➡️ 💪

Those 2025 accomplishments you identified? They're your summit, and your climb starts right now. Like any great climber, you'll make steady progress by staying flexible, testing your route, and adjusting as you learn.

Think of the next 30 days as your first pitch - each week, you'll reach higher while discovering what works best for you and your team.

Sometimes, you'll cruise up quickly; other times, you'll need to pivot and find a better path. That's not just okay - it's exactly how you'll make it to the top! Ready to make your first moves toward those 2025 goals?

Let's map out your initial 30-day journey...

2025 Goal: (Pick one and insert here)

Your very first step? (Think small, specific, and doable THIS WEEK)

➔

I will take my first step by: (give yourself a deadline)

This month I will also: (List some concrete early steps)



Quick Check:

- ✓ Who can help?
- ✓ What might block you?
- ✓ How will you know it's working?

By month's end, I'll celebrate:



everyone wants to live on top of the mountain,
but all the happiness and growth occurs while
you're climbing it.

•
Andy Rooney





5. Your 2025 Leadership Legacy

Let's return to December 2025, when the holiday cards are rolling in. Your team just crushed their final goals.

And now you're taking a moment to appreciate how far you've come as a leader.

Those tough calls you throughout 2025?

They paid off.

That bold vision you committed to?

It's now reality.

Let's capture your future success story!

Three words that describe you as a leader in 2025:

- 1.
- 2.
- 3.

Your Leadership Headline: "Agency Leader Successfully..."

The game-changing decision that got you there:

The team win you're most proud of:

Remember: Great leaders don't just happen - they're built one brave decision at a time.

Your next chapter starts now!



here's to a joyful and productive 2025 -
may it be your 'quantum leap' year!



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