

Case Study

Titus James, Oakland, CA
Executive Director, U2

"What Anton gave us was more than coaching. It was a cultural intervention. I feel like I got my power back — and now my whole team can breathe again."

APPROACH

They were tired.

The youth were thriving — but the staff were breaking down.

Urban Uplift had all the heart in the world... but no strategy to sustain it. They came to us almost on empty with a simple plea: *"We're doing good work — but we're drowning. We don't need more passion. We need order."* What followed was a 12-week culture coaching experience that transformed their mindset, how they fundraise, lead, and breathe. And yes — they walked away with roughly \$50,000 in new funding!

SB's Approach

1. Facilitated the **Leadership Mirror Assessment**. Titus left with a clear roadmap of actions to start, stop, and continue for 90 days.
2. Create a customized **Revenue Growth Workbook**. A simple, beautifully structured PDF or Google Doc that guides nonprofit leaders through the cycle with prompts, reflection exercises, and action steps.
3. Host a **Reset The Room Session** with Titus and his team to facilitate building on their momentum through roles and delegation.
4. Rebrand with **SB's CultureForward Recommendations** with video, voice notes, templates, and support throughout.

Process Objectives

- Identify Reset & Money Mindset (weeks 1 - 4, & 7) Leadership Mirror and Clifton Assessment.
- Boundaries, Meetings, Strategy Systems Implementation (weeks 5 & 6)
- 1 Boss-Up Session with Board, Mentor, and a High-Performer (week 8)
- 1 Youth Voice + Culture ReBoost session
- 1 Full culture diagnostic + work plan support (week 9, 10 - 12)

OUTCOMES

\$ Return on Investment (ROI)

- Increased communications and capacity by 40% implementing the delegation model and Revenue Growth Workbook.
- \$22K raised online using the CultureForward Recommendations.
- Board pledged to match \$10K for improving donor systems.
- ED negotiated \$15K more in his salary using Culture ReBoost feedback and direction from the Boss-Up Session™.