

Go-To-Market Product Launch Strategy + Project Plan

Omnia Exec Helps National Credit Union Foundation Launch Enhanced Virtual Learning Experience

Starting Point

The National Credit Union Foundation aimed to re-launch its enhanced "Exploring Our Values" virtual learning program before the end of 2023. To achieve a successful re-launch, the Foundation needed an in-depth analysis of its influence and reach within the credit union industry plus strategies to position the on-demand self-guided learning course as a must-have product for distinct credit union professionals. With a looming Board-directed target launch date, the Foundation had to move decisively with a trusted partner possessing extensive credit union acumen to achieve its goal.



Solution

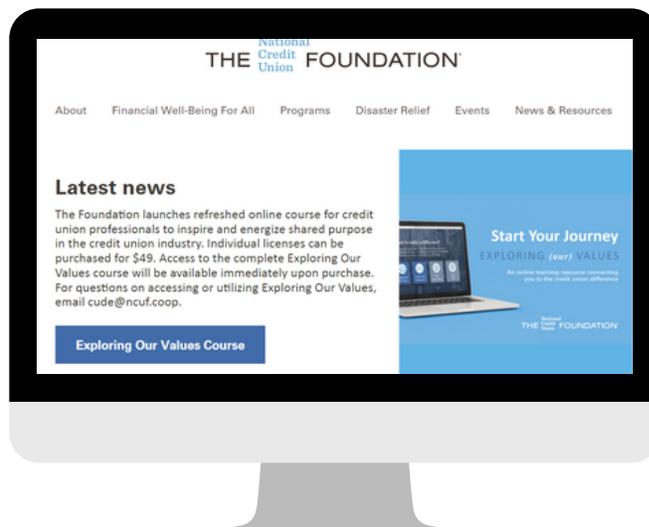
A comprehensive, strategic Go-To-Market Product Launch Plan that meticulously detailed the course's attributes, analyzed stakeholders and influencers and outlined a launch plan that emphasized both external and internal communication and marketing strategies.

Approach

- ◆ Identify financial services stakeholders and influencers and their respective reach
- ◆ Include readiness checklists to ensure all preparatory steps are completed before launch
- ◆ Provide recommendations that translated strategic marketing and communication concepts into actionable campaigns

Outcome

The Go-To-Market Product Launch Plan resulted in a deeper understanding of potential stakeholders and influencers, and it exposed several novel opportunities for the National Credit Union Foundation to broaden its reach and impact with the virtual learning product. The campaign concepts simplified the creation of future communication campaigns. All efforts led to the successful re-launch of the "Exploring Our Values" course before the year-end deadline.



Conclusion

The collaboration between the National Credit Union Foundation and Omnia Exec showcases the impact of strategic planning and expert guidance in executing a successful product launch.

THE National Credit Union FOUNDATION®



...provided us with the path forward for launching this valuable resource...



... truly set us up for success...

Omnia Exec's work was so valuable and truly set us up for success not only with the values launch but also with how we think about our audiences in general.

Omnia Exec's support in developing our communication strategy and plan for the launch of Exploring Our Values provided us with the path forward for launching this valuable resource to the credit union system. Dohnia took the time to assess our needs, work closely with team members, and delivered our plan on time and on budget. The result was an efficient and effective strategy and plan for both internal and external communications.



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