



## How to De-Risk Your New Initiative and Accelerate Your Impact

*A unique three-phase intensive program designed to help leaders of non-profits and associations avoid the most common mistakes to get results faster when introducing new initiatives*

### PROGRAM CURRICULUM

#### PRE-ASSIGNMENT

- Your Initiative in Just One Sentence
- Your Initiative in Just One Page (Your Business Model Canvas)

#### PHASE ONE

##### Workshop 1

- The Most Common Mistakes People Make when Introducing a Big New Idea
- Overview of the Three Keys To De-Risking Your Initiative
  - Key #1: De-Risk by Positioning to Create the “Ah Ha!”

##### Workshop 2

- Key #2: De-Risk by Helping People Move from “?” to Action
- The Brain Science of Change

##### Workshop 3

- Key #3: De-Risk by Anticipating the Journey... and Avoid the Potholes
- The Courage to Lead Change

#### PHASE 2

- **Applying the Concepts to** Build Your Own Game Plan
- Access to Open Office Hours For Questions

#### PHASE 3

- 1:1 Coaching: Expert Review of Your Plan and Prioritizing for Maximum Impact

**Questions?** Contact our founder, Susan Schramm directly to discuss more about your unique situation. [susan.schramm@gotomarketimpact.com](mailto:susan.schramm@gotomarketimpact.com) (847/778-0123)



Susan Schramm is a consultant, speaker and interim executive who spent her career helping organizations overcome the challenges of taking big ideas to market. She has held executive roles with IBM, Siemens and Nokia, served on the board of the Alliance for Telecommunication Industry Solutions (ATIS), as board vice-chair and Chief Marketing Officer for the Telecommunications Industry Association (TIA), and on the board of the YMCA.

Susan has found that even great strategies fail if people are confused, skeptical or unclear. Susan founded her firm, Go to Market Impact LLC, to help leaders of mission-led organizations like you get traction faster and confidently achieve results.

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