



The De-Risk Program for Associations

Are you ...

- A leader or board member of an association with an important mission?
- Challenged to plan 2021 with so many unknowns?
- Launching new initiatives with a lot of moving parts?
- Encountering hand wringing about risks even among supporters?
- Stressed as you lead through so much uncertainty?

The ***De-Risk Program for Associations*** is a program to support board members and leadership teams launching new strategies or new initiatives for their association in 2021. An objective and systematic approach to identify and manage the risks can help build confidence in your strategy and alignment across your many stakeholders to execute -- despite an uncertain environment.

The program is based upon the principals of [the Changemakers' De-Risk System for ImpactSM](#), a process to help organizations implementing new strategies to make a positive impact in the world. The system was designed to help leaders:

- Systematically uncover the hidden risks of their new strategy
- Develop a game plan to manage those risks
- More confidently lead others to take action and accomplish results.

WHAT DOES DE-RISK MEAN?

De-risk (verb): to take intentional steps to systematically and objectively identify and manage risks in order to achieve a desired outcome or value, and enable you to lead with confidence.

WHY DO WE NEED TO DE-RISK?

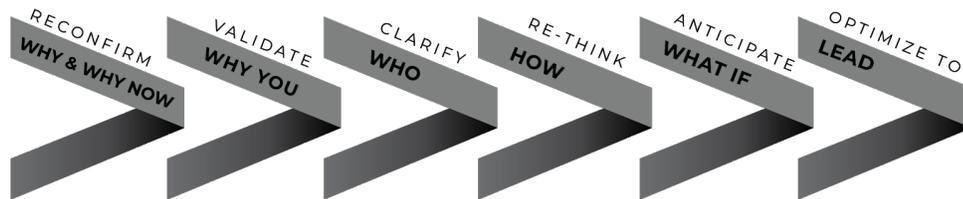
Leaders of associations focused on achieving an important mission in today's disruptive climate are dealing with a myriad of new impacts on their operations, funding, and market position. They must act quickly to come up with new strategies to adapt. Entirely new approaches to delivering value, to virtually convening, to attracting and engaging members, to raising funds, and to partnering are being forged in this dynamic climate.

But even great strategies fail if people are confused, skeptical or not aligned. The impact can be delays, unnecessary costs and damaged reputations. The human consequence can be stress and frustration not only for the leaders accountable for delivering results, but for those implementing or funding the effort. Attrition of disillusioned personnel, members and funders can result as well.

The De-Risk Program for Associations helps you and your team step back and think strategically about your new direction so you can execute more effectively and lead more confidently. You are better able to execute your new strategy with your eyes open.

THE CHANGEMAKERS'
DE>RISK
SYSTEM FOR IMPACT™
HOW DOES DE-RISKING WORK?

The **Changemakers' De-Risk System for Impact**™ is based on six principals that serve as the foundation for evaluating and managing risks when an organization is taking a new direction in a dynamic environment. The system provides simple and intuitive tools and frameworks for applying each principal and avoiding common mistakes.



Best implemented as a team, the **De-Risk Program for Associations** leverages the system to help you objectively and systematically examine the key components of the changes you are making, evaluate where you may not be aligned or are missing important information, identify the biggest risks to your strategy and practical ways to manage those risks over time. The result is a game plan that people are more confident in: boards, staff and members understand where they are going and how they will navigate; funders have clarity and transparency that builds trust.

Delivered virtually or in person, a one-day immersive workshop can introduce your team to the principals, enabling you to apply them to your own situation. An intensive option over 4-6 weeks supports you to build your plan. Custom engagements incorporate your own organization's content with prescriptive consulting to jump-start your approach and stay on track.

Questions?

Contact Go to Market Impact founder, Susan Schramm, to discuss how to best leverage the **De-Risk Program for Associations** for your own team: susan.schramm@gotomarketimpact.com 847/778-012



Susan Schramm is a business consultant and keynote speaker who has 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 Telecommunications Industry Solutions, as Board Vice Chair and Chief Marketing Officer of the Telecommunications Industry Association, and on the boards of the YMCA and Nehemiah Project International Ministries. Susan is a graduate of Duke University.

Susan has found that even great strategies fail if people are confused, skeptical or not aligned. Susan founded her firm, [Go to Market Impact LLC](https://www.linkedin.com/in/susanbaileyschramm/) to help leaders of organizations with an important mission to get traction faster and confidently achieve results when driving a new direction. Ten percent of gross revenues of the firm are invested in programs and scholarships to build purpose-led leaders who are changing the world for good. <https://www.linkedin.com/in/susanbaileyschramm/>



CHANGEMAKERS' SYSTEM FOR IMPACTSM PRINCIPALS

RECONFIRM WHY AND WHY NOW

Many leaders make the mistake of putting all their focus on the solution, their new big idea: their WHAT. If you are not crystal clear about the problem you are solving, your WHY, you risk your team and partners getting confused, working based on different priorities, and unclear how to make decisions when they run into bumps down the road.

VALIDATE WHY YOU

Don't stumble answering the one question people will ask you when you launch your new big idea. Whether it is clients, funders, supporters, partners, or employees, people need to know what you bring uniquely to tackle this problem. If they are unclear about WHY YOU, they will take longer to make decisions, and you can spend a lot of energy without moving people forward.

CLARIFY WHO

Driving impact in the world is a team sport. Don't underestimate what it will take for people to be able to take action. Without clarity about who needs to take what action, and what they need to believe or understand to be able to act, your initiative will risk getting stalled. Build a plan to anticipate a diversity of people and diversity of thinking to be able to innovate as a team.

RE-THINK HOW

In a fast-changing environment, you need to adapt and pivot to accomplish your mission. And your solution will need to evolve. But as you do, you also risk making changes that can disrupt other aspects of your business model. Thinking through the implications upfront can avoid wasted cost, missed targets and frustration.

ANTICIPATE WHAT IF

You may have developed the perfect strategy. But once you execute, you will likely run into bumps down the road that can de-rail you or shifts that represent windows of opportunity you don't want to miss. A systematic plan to think through the risks, and how you would handle them, can keep you and your team alert, focused and moving forward instead of feeling worried or blindsided.

OPTIMIZE TO LEAD

Identifying risk is just the first step. But stewarding risk requires an intentional plan and an open culture of communication about risks and how you are addressing them. It also requires leadership. Optimizing to lead and manage risks enables you to sustain the impact you are striving to achieve.