



The De-Risk Program for Partnerships and M&A

ARE YOU...

- Evaluating or launching a new partnership or ownership structure?
- Striving to get all parties aligned and openly communicating?
- Concerned that you've anticipated all the risks with so many unknowns?
- Seeing stress and skepticism from some who were originally supportive?

The **De-Risk Program for Partnerships and M&A** is an objective systematic approach to identify and manage the risks of a new venture. It 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.

WHY DO WE NEED TO DE-RISK?

Leaders of organizations focused on achieving an important mission in today's disruptive climate are dealing with a myriad of impacts on their operations, funding, and market position. They must act quickly to come up with new strategies to adapt. New partnerships, joint ventures, mergers, acquisitions and other changes to ownership structures are often forged in this dynamic climate.

But great strategies fail if people are confused, skeptical or not aligned; the impact will 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, funders and customers can result as well.

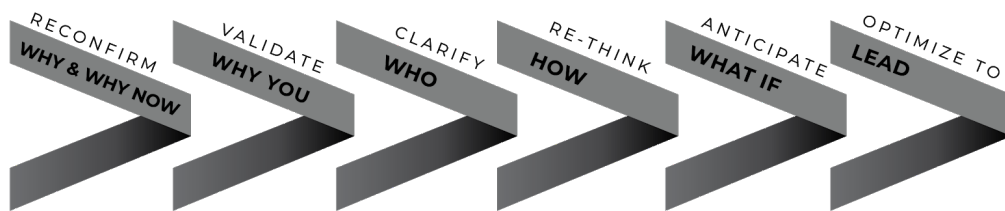
The De-Risk Program for Partnerships and M&A helps you and your team step back and think strategically about your new direction so that you can execute more effectively and lead more confidently. It can also help leaders from different organizations objectively evaluate a new partnership or ownership structure together to document expectations, assumptions and risks. You are better able to execute your new strategy with your eyes open.

HOW DOES DE-RISKING WORK?

The **Changemakers' De-Risk System for ImpactSM** 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.



The **De-Risk Program for Partnerships and M&A** leverages this system to help you objectively and systematically examine the key components of changes you are making, evaluate where you may not be aligned or are missing important information, and identify the biggest risks to your strategy and a practical way to manage those risks over time. While the program is most effective when all parties participate, one party can also use it to prepare for negotiations.



This program can be delivered virtually or in person. A one-day virtual workshop can introduce your team to the principals, enabling you to apply them to your own situation. Custom engagements provides objective professional facilitation to help you step through and apply the principals, incorporate content relevant to your specific situation, and provide a summary report to help you manage the risks you identify.

QUESTIONS?

Contact Go to Market Impact founder, Susan Schramm, to discuss how to best leverage the **De-Risk Program for Partnerships and M&A** for your own situation: susan.schramm@gotomarketimpact.com 847/778-0123



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.gotomarketimpact.com) 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/>