



## **De-Risk Your Strategy for a Stronger '20/'21**

*A unique intensive program for leaders of non-profits, associations and mission-led companies to help you navigate today's risks, align supporters, attract funding, and get stronger results in times of change*

***Is your organization reeling with all the disruption? Are you...***

- A leader or board member of an organization with an important mission?
- Dealing with changes to daily operations and uncertain funding plans?
- Challenged with thinking strategically about 2020/2021 with so many unknowns?
- Encountering
  - Hand-wringing about the risks ahead-- even among some supporters
  - Funders, members, customers, volunteers dealing with difficult choices of their own
  - Inconsistent expectations across your board and staff
- Stressed (and exhausted) as you lead others in much uncertainty?

***What if you could systematically de-risk your strategy and move forward with more confidence?***

- Systematically identify the biggest risks you now face, apply proven approaches to address them
- Learn ways to align supporters to take a new direction given today's changing environment
- Be ready for difficult questions from members, donors and sponsors
- Learn ways to lead a more resilient organization despite uncertainty.

***A 4-week intensive program to help you de-risk and become more resilient***

The program includes:

- 6 hours of virtual interactive training led by an experienced go-to-market expert
- Hands-on assignments that apply directly to your own organization's challenges
- A "de-risk toolkit" with practical resources you and your team can apply immediately to:
  - \* Position your initiative for the highest impact
  - \* Communicate your plans effectively
  - \* Anticipate and plan for future risks
- 1:1 consultation with an experienced go-to-market expert to help you optimize your game plan
- Interaction with a community of leaders dealing with similar challenges.

### ***Apply proven processes in three phases***

- **Phase One** is comprised of a pre-assignment before the kickoff, and three virtual workshops, typically held at 1PM-3PM EST/10AM-12PM PST using Zoom video conferencing and will be recorded for those who cannot attend.
- **Phase Two** is your opportunity to apply the concepts to your own strategy, during which time you'll have access to expert support during scheduled Open Office Hours over a two-week period.
- **Phase Three** is your 90-minute 1:1 consulting session, which will be individually scheduled following the workshops. This is an opportunity for you to get expert consultative support to review your plans and help you prioritize for maximum impact.

### ***Your return on investment is assured***

**For less cost than one business trip**, this program will provide you tools and consulting to help you be positioned to improve outcomes, including:

- Increase donations and sponsorships
- Grow membership and engagement
- Avoid unnecessary costs and wasted time.
- Align your extended team to execute to improve your "outcome per teammate," which can result in double-digit ROI for your organization.
- Achieve "personal ROI" from investing in yourself to develop professionally.

### ***Register today and immediately start to de-risk your '20/'21 Plans***

- Register at [www.gotomarketimpact.com/de-risk](http://www.gotomarketimpact.com/de-risk). Payment can be made via Pay Pal or credit card.
- **You start the process of de-risking as soon as you register**, with an onboarding questionnaire and a pre-assignment you'll bring to the first workshop. The program is kept small to ensure it is highly interactive, so space is limited.
- **The intensive program is \$997 per participant**, which is a discounted version of the full program normally priced at \$2997.
- **Special Covid-19 Recovery Team Discount:** Leadership teams of 3 or more are eligible for a 30% discount (\$697 per participant). Custom programs can be designed for teams of 8 or more.
- **For Board Members:** A special program enables Board Members to participate in the Pre-Orientation, receive the De-Risk Toolkit Overview, and be part of a Board Executive Readout session. \$250 per board member.
- **Your Peace of Mind Guarantee:** If, after completing the program, you are not satisfied that you've learned how to de-risk your strategy, we'll work with you 1:1 to get you on track and make sure you've learned the de-risk process – *free of charge*.

**Questions?** Contact our founder, Susan Schramm directly to discuss more about your unique situation: [susan.schramm@gotomarketimpact.com](mailto:susan.schramm@gotomarketimpact.com) (847/77-0123)



Susan Schramm is a consultant, speaker and interim executive 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 boards of the Alliance for Telecommunications Industry Solutions, the YMCA and The Nehemiah Project International Ministries, and on the board and as Chief Marketing Officer of the Telecommunications Industry Association.

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 yours get traction faster and confidently achieve results.

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