



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*

Does this sound too familiar?

- You are a leader or on the board of an organization with an important mission
- You are taking a new initiative to market and encountering
 - Uncertainty and hand-wringing about a new approach -- even among some supporters
 - Questions about how your initiative aligns with your mission
 - Inconsistent expectations across your board and staff
- You are challenged getting support of your diverse stakeholders
- You are getting frustrated (and a little stressed!) about making sure this high-stakes initiative goes well

What if (in just three steps) you and your team could?

- Systematically identify some of the biggest risks of introducing a new initiative, and learn proven ways to address them
- Understand ways to gain the support of key stakeholders (even people who don't work for you!)
- Have the opportunity to develop professionally and learn from go-to-market experts as well other leaders in your same situation
- Have someone in your corner to help you assess your initiative and identify what you need right now to move forward confidently

What does the program include?

This program is comprised of three phases: 1) virtual workshops to learn key concepts, 2) the opportunity to apply these concepts to your own initiative, with access to support for questions 3) a final 1:1 consultation to review your plans and help you prioritize for maximum impact. The program includes:

- 6 hours of virtual interactive training led by an experienced go-to-market expert
- Hands-on exercises, directly applicable to your own organization and initiative
- A go-to-market toolkit with practical resources your team can apply immediately to:

- * Position your initiative to create the "ah-hah!"
- * Communicate to move people from "?" to action
- * Anticipate "the potholes" of the customer journey
- Networking opportunities with like-minded leaders without the cost of travel
- A 1:1 consulting session with an experienced go-to-market expert to prescriptively help you tune your specific initiative and prioritize to have maximum impact.

Dates

- **Phase One** of the program is comprised of **three virtual workshops**, which will be held on **Fridays July 10, July 17 and July 24**. Sessions will be held at 1PM-3PM EST/10AM-12PM PST using Zoom videoconferencing and will be recorded for those who cannot attend.
- **Phase Two** provides you the opportunity to apply the concepts to your initiative and build your plan, during which time you will have access to support through scheduled Open Office Hours over a two-week period.
- **Phase Three** is your **90-minute 1:1 consulting session** that is individually scheduled. This is an opportunity for you to get expert support to review your plan and help you prioritize for maximum impact.

Tuition

- The fee is \$997, which is an abbreviated version of the full program (that will be priced at \$2997 when introduced.)
- By participating in this accelerated program, you will be receiving more direct support and are agreeing to provide feedback during and at the end of the program that will help shape the final full program.
- Leadership teams of 3 or more are eligible for a 20% discount (\$797 per participant)
- We are accepting a maximum of 10 people in the program to ensure it is highly interactive.

How to Enroll

- Space is limited. To reserve a spot in the pilot, go to www.gotomarketimpact.com/de-risk to enroll you or your leadership team. Payment can be made via Pay Pal or credit card.

Guarantee

- If, after completing the program and doing all of the homework, you are not satisfied that you've learned how to de-risk your plan, you are eligible for a free 1:1 Correction Consultation, and will be allowed to repeat the program again, **free of charge**.

Enrollment Deadline

- The **deadline for registering is July 3** is which allows time for participants to complete the pre-assignment. Those who enroll by the **June 19 Early Bird deadline** will receive an additional 1:1 Consulting Session free of charge.

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



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. [linkedin.com/in/susanbaileyschramm](https://www.linkedin.com/in/susanbaileyschramm)