



De-Risk Your and Accelerate Your Impact for the New Normal

*A unique 3-phase intensive program for leaders of non-profits and associations to help you avoid
the most common mistakes and get results faster
when pivoting in times of change*

Does this sound too familiar?

- You are a leader or on the board of an organization with an important mission
- You are pivoting to deal with today's uncertain environment
- You are taking a new strategy or 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 your high-stakes initiative goes well as you navigate for today's new normal

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

- Systematically identify some of the biggest risks of introducing a new strategy or 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 "de-risk toolkit" with practical resources your team can apply immediately to:

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- * 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.

Timelines

- **Phase One** of the program is comprised of a pre-assignment before the kickoff, and three virtual workshops, which will be held on Fridays **June 5, June 12 and June 19**. Sessions will be 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 initiative, 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.

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). Customized programs with teams of 8 or more start at \$7500 and can incorporate customized content specifically relevant to your organization.

How to Enroll

- Register at www.gotomarketimpact.com/de-risk. Payment can be made via Pay Pal or credit card. **You start the process of de-risking your plans 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 seating is limited.
- All those who register by the **early bird deadline May 15th** will receive an extra 1:1 consulting session, **absolutely free**. Final registration deadline is **June 1**.

Return on Investment

- Your return on investment for this program can be significant. **For about the cost of one business trip**, this course provides you tools and consulting that can help you improve a variety of outcomes: from increasing attendance to membership to donations and sponsorships, to avoiding unnecessary costs and wasted time. Even slight improvement in the alignment of your extended team in executing your initiative can improve your "outcome per teammate," which can often result in double-digit ROI for your organization. Finally you have the opportunity for "personal ROI" as you invest in yourself to develop professionally.

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**.

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 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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