



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

### **Frequently Asked Questions**

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

#### **Is this a business course? Is it consulting?**

Both. This unique three-phase program is designed to help you systematically identify risks of your '20/21 strategy or new initiative, and help you use proven approaches to manage those risks and accelerate results.

The program is outcome-focused and leverages a variety of frameworks and tools that have been effective for non-profit and for-profit organizations to accelerate results --- especially when there is a large ecosystem involved with a myriad of stakeholders who need to take a new direction. The concepts are based in strategy, product management, sales and marketing, communications, change management, organizational behavior and brain science.

#### **Who should attend? Should I take this with my team?**

- **· Leaders with ownership for driving results.** Titles may vary but accountability for bottom-line results and measurable outcomes in '20/'21 is the key.
- **· Leadership Teams** who take the program together can significantly accelerate your ability to execute. *NOTE: A Special "Covid-19 Recovery Team Discount" enables teams of 3 or more to receive a 30% discount. Customized programs can be designed for teams of 8 or more that incorporate your organization's unique content.*
- **· Board Members** committed to actively supporting the leadership team to take a new direction in '20/21; *A special option allows you to participate in key elements of the program. This can help to accelerate alignment between the leadership team and the board, and get off to an even stronger start.*

- · **Business Leaders** can benefit from the De-Risk program as well! A customized program is available for mission-focused businesses. Let's talk about your specific situation.

### **Is this program appropriate if we're still in the middle of defining our new strategy?**

The earlier you identify the critical elements and the risks -- and a plan to address them -- the stronger your plan will be. The opportunity to participate with leaders of other organizations who may be further down the road can provide instructive insights.

### **How can I use this program to prepare for our annual strategy offsite and budget planning process?**

The tools and best practices you will be introduced to, along with the assignments you will complete, will provide you with important building blocks that become INPUT for your regular planning processes. Some of tools you might want to use in your offsite!

The insights can also be used in your fundraising plans, planning your marketing communications and social media, partner and channel management, organizational design, internal communications, and even in supplier management. You will have identified risks in your current plans and ways to mitigate that risk. You may also flag some gaps in your strategy that need more work to ensure a successful outcome.

### **We've launched our new plans, but we still aren't aligned as a team.**

De-risking is never done. One of the fastest ways to get back on track is to systematically evaluate the key risks and create a plan to address them. Simply applying these tools and openly discussing your plan to address risks can help align your team -- and build the confidence of your stakeholders. This is an accelerated way to build a corrective plan while also gaining some 'outside in' perspective from industry experts.

### **I can't attend one of the workshops. What if I fall behind?**

Each of the virtual workshops is recorded, so you always have the opportunity to go back and listen to the content, and catch up with the assignment for the next week. Even people who attend every session can use these recordings to go back and review the concepts covered at any time.

### **How much time is required?**

An engaged participant will invest about 12-15 hours to be able to apply the content of the program and get the benefit. There is a 30-minute orientation call once you register, three online workshops each lasting about 2 hours, and there's a 90-minute 1:1 consultation at the end of the program to help you prioritize for impact.

However, the true value of this course comes from time you invest thinking through and applying the concepts we discuss. The pre-assignment and homework assignments after each workshop are targeted to take approximately one hour each. Phase 2 and Phase 3 are all about your building your own game plan. Enthusiastic participants will want to dive into optional readings and videos, tap support for questions as they do their assignments, and involve colleagues and board members to get input and feedback and align to go forward.

### **What is the return on investment?**

The fee for this intensive program is \$997, which is an abbreviated version of the full program (to be priced at \$2997. (Teams of 3 or more are eligible for a special Covid-19 Recovery Team discount of 30% or \$697. Customized options for teams of 8 or more start at \$7500. )

For about the cost of one business trip, this program provides you tools that can help you improve a variety of outcomes: from increasing attendance and membership revenues, to improving your readiness to secure sponsorships and donations, to avoiding unnecessary costs and wasted time. Even a slight improvement in the alignment of your extended team in executing your new strategy will 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 learn and develop professionally.

### **What are my next steps?**

- **Register at [www.gotomarketimpact.com/de-risk](http://www.gotomarketimpact.com/de-risk).** The **deadline for registration is July 20**. 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.
- **Phase One** is comprised of a pre-assignment to do before the kickoff, and three virtual workshops, which will be held on Wednesdays **July 22th, July 29th and August 5th**. 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 that will be individually scheduled following the workshops. This is an opportunity for you to get expert support to review your plans and help you prioritize for maximum impact. Board Executive Readout will then be scheduled if Board Members participate.

## **Leadership Requires Action: A Program to Move You Forward**

So that's how this works. This is a unique three-phase program that helps you de-risk your plans for '20/21. **The program kicks off July 22, 2020** and the cost is \$997 per participant (with a special Covid-19 Recovery discount of 30% for teams of 3 or more). A program to involve Board Members is available. Seats are limited, to allow for maximum interaction.

Pivoting your plans in these difficult times of change requires not only a good strategy – but also good leadership. It requires a well thought out plan that positions you to achieve results as quickly as possible – and aligns people to execute with you. This program is a practical way for you to systematically apply proven principles and de-risk your '20-21 so you can more confidently lead. It also is an investment in you.

I look forward to working with you!

Warm regards,

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Seizing Possibilities. Accelerating Impact.

**P.S.** I realize that this may be a big decision. But I want you to ask yourself: If you don't take advantage of this program, what else are you doing to minimize your risks at this critical time for your organization? Your mission is too important and the time and energy you are putting in is too great to not have done everything you can to make it successful. I hope to hear from you soon. If you would like to discuss your specific situation, lets' talk!



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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