



De-Risk and Accelerate Your Impact for the “New Normal” Frequently Asked Questions

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

Is this a business course? Consulting?

This unique three-phase program focuses on accelerating results when you are introducing new strategies and initiatives. It is outcome focused, and uses a variety of formats to help you learn and immediately apply concepts that have been proven effective for non-profit and for-profit social impact organizations.

The concepts are grounded in strategy, product management, sales and marketing, communications, change management, organizational behavior and brain science. You walk away not only with learnings, but also a prioritized game plan for improving the success of your new strategy or initiative.

Who should attend?

This program is designed for anyone with ultimate responsibility for driving results for new strategies or initiatives. It is especially helpful for those leading a myriad of stakeholders in a new direction. Titles may vary – but accountability for bottom-line results and measurable outcomes is key. If you are part of a leadership team driving a new initiative, you will find going through the program as a team can accelerate alignment and speed results.

Is this program appropriate if we’re just beginning to frame our new strategy or initiative? What if we are simply revisiting our plans in light of the “new normal”?

De-risking an initiative is never done... especially in today’s tumultuous times. The earlier you identify the critical elements of your approach, the stronger the plan – and the needed alignment to execute it - will be. The opportunity to participate with leaders who may be further down the road will provide instructive insights as well. While the program may require more homework if you're just starting out, in a few short period you'll have a plan you can feel more confident in.

One of the fastest ways to get things back on track is to evaluate the key risks and build a corrective plan. This program is an accelerated way to build a corrective plan while gaining some “outside in” perspective from industry experts and other leaders in similar situations.

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

Phase One of the program is comprised of three virtual workshops, which will be held on Fridays June 5, June 12 and June 19. Sessions will be held at 1PM-3PM EST and will be recorded for those who cannot attend. You always have the opportunity to go back and listen to the content, and catch up with the homework for the next week and get questions answered between sessions. The remaining two phases are individually scheduled.

How much time is required?

Engaged participants will invest at least 12-15 hours: Formal "class time" is about 2 hours for each workshop for three weeks. The pre-assignment and the four homework assignments are targeted to take approximately one hour each. Then there is a 90-minute 1:1 consultation at the end of the program.

However, the true value of this program comes from time you invest applying the concepts we discuss. The second phase is all about your applying proven concepts to your own initiative. Enthusiastic students will want to dive into optional readings and videos, tap support for questions as they do their assignments, and reach out to colleagues to get input and feedback.

Will I walk out of the program with a detailed implementation plan?

The tools and best practices you will be introduced to, along with the homework you complete throughout the program, will provide you with important building blocks that are INPUT for planning or adapting your go to market activities including: clarification of your business model, marketing communications and social media plans, fund-raising, partner and channel management, organizational development and alignment, internal communications, and supplier management. You will have identified risks in your current plans and a way to mitigate that risk. You may also flag some gaps in your strategy that need more work to ensure a successful outcome.

This program has three phases: 1) a pre-assignment and three virtual workshops with homework, to learn key concepts, 2) the opportunity to apply these concepts to your own initiative, with access to regular support to address questions you might run into, and 3) a final 90-minute 1:1 consultation to review your plans and help you prioritize for maximum impact.

What is the return on investment?

The fee for this program is \$997, which is an abbreviated version of the full program (to be priced at \$2997 when introduced.) (Teams of 3 or more are eligible for a 20% discount. Customized options for teams of 8 or more start at \$7500.) By participating in this abbreviated program, you will be receiving more direct support and are agreeing to provide feedback during and at the end of the program

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?

- The **deadline for registration is June 1**, which allows time for participants to complete the pre-assignment. **Early bird registration ends May 15th**. All those who register by the early bird deadline will receive an extra 1:1 consulting session, **absolutely free**.
- **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.
- **Phase One** of the program is comprised of a pre-assignment to do 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 support to review your plans and help you prioritize for maximum impact.

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 second half 2020 plans to accelerate your mission impact this year. **The program kicks off June 5, 2020** and the cost is \$997 (with a 20% discount for teams of 3 or more). Seats are limited, to allow for maximum interaction.

Pivoting your plans in times of change, and taking high stakes initiatives to market, 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 avoid the most common mistakes 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, let's 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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