



How to De-Risk Your New Initiative and Accelerate Your Impact

Frequently Asked Questions

A unique three-phase intensive program designed to help leaders of non-profits and associations avoid the most common mistakes in taking new initiatives to market and get results faster

Is this a business course? Is it training?

This unique three-phase program focuses on accelerating results for new initiatives. It is very outcome focused, and uses a variety of formats to help you learn and then apply concepts that have been proven to be very effective in for-profit, non-profit and social good environments to accelerate results when you have a myriad of stakeholders. The concepts include 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 initiative.

What roles should attend?

This program is designed for anyone with ultimate responsibility for driving results for new initiatives in their organization. Titles may vary – but accountability for bottom-line results and measurable outcomes is the key defining factor. 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 framing our new initiative?

The earlier you identify the critical elements of your go to market plan, the stronger your plan -- and the organization buy in -- will be. The opportunity to participate with leaders who may be further down the road with their initiatives will provide instructive insights as well. While the program may require more homework if you're just starting out, in four weeks you'll have a plan you can feel more confident in.

Our initiative is already launched – but stalled. Is this program still relevant?

De-risking an initiative is never done. One of the fastest ways to get a stalled initiative 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?

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

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

This program has three phases: 1) three virtual workshops to learn key concepts, 2) the opportunity to then apply these concepts to your own initiative, with access to 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.

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.

How much time is required?

A fully engaged participant will invest 12-15 hours to apply the content and do the work. Online "class time" is about 2 hours per workshop for three weeks, and 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 pre-assignment, and four homework assignments are targeted to take approximately one hour each. But 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.

What is the return on investment?

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 abbreviated program, you will be receiving more direct support and are agreeing to provide feedback during and at the end of the program to help shape the program. (Leadership teams of 3 or more are eligible for a 20% discount.) 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 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 learn and develop professionally.

What are my next steps?

- The **deadline for registration is January 31**, which allows time for participants to complete the pre-assignment. **Early bird registration ends January 24th**. 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 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 three virtual workshops, which will be held on Fridays **February 7, February 14 and February 21**. 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 is** your opportunity to apply the concepts to your 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 big initiative to accelerate your mission impact this year. The program kicks off February 7 and the cost is \$997 (with a 20% discount for teams of 3 or more). We're accepting a maximum of 10 people into this program.

Taking a high stakes initiative 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. It can be rewarding – but challenging! This program is a practical way for you to systematically apply proven go to market principles and avoid some of the common mistakes to 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 this program, what else are you doing to minimize the risks of your initiative? 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 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)

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