



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

Frequently Asked Questions

A unique 4-session intensive course 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?

This course focuses on accelerating results for new initiatives. It leverages concepts proven to work in for-profit, non-profit and social good environments. The concepts cover strategy, product management, sales and marketing, communications, change management, organizational behavior and brain science.

What roles should attend?

This course 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.

Is this course 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 organization buy in - will be. The opportunity to participate with leaders further down the road with their initiatives will provide instructive insights. While the course 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 course 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 course 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 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 course 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 a variety of your go to market activities including: marketing communications, social media plans, fund-raising, partner and channel management, organizational 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 student 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, followed by a one-hour 1:1 consultation at the end of the course. The true value of this course, however, comes from time you invest applying the concepts explored throughout the course. The pre-assignment and four homework assignments are targeted to take approximately one hour each. Enthusiastic students may also dive into optional readings, and peer-to-peer learning is encouraged as you complete homework assignments.

What is the return on investment?

The fee is \$997, which is an abbreviated version of the full course (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 course to help shape the program. (Teams of 3 or more are eligible for a 20% discount.)

For about the cost of one business trip, this course 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 17**, which allows time for participants to complete the pre-assignment.
- **Early bird registration ends January 10th.** All those who register by the early bird deadline will receive an extra 1:1 consulting session, **absolutely free.**

- How to Enroll: To reserve a spot in the program, just go to the courses page at www.gotomarketimpact.com to enroll you or your team. Payment can be made via PayPal or credit card.
- Upon registering you will receive an email with an onboarding questionnaire asking about the specifics of your initiative and what you are trying to achieve.
- You'll start the process of de-risking as soon as you complete the onboarding questionnaire, with a pre-assignment you'll bring to the first workshop.
- The **three workshops will be held on Fridays January 24, January 31 and February 7**. Sessions will be held at 1PM-3PM EST/10AM-12PM PST using Zoom videoconferencing and will be recorded for those who cannot attend.
- The fourth session, **your 1:1 consulting session**, will be individually scheduled following the workshops.

Leadership Requires Action: A Program to Move You Forward

So that's how this works. This is a unique 4-session course that helps you de-risk your big initiative to accelerate your mission impact in 2020. The program kicks off December 3rd 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 pilot.

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 course is a practical way for you to systematically apply proven go to market principals 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 course, 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!