



# **De-Risk 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*

## **PROGRAM OVERVIEW**

### **PHASE 1: Understanding The Basics of De-Risking**

#### **Pre-Assignment**

- Your Initiative in Just One Sentence
- Optional Reading

#### **Session 1**

- The Most Common Mistakes People Make when Introducing a Big New Idea
- De-Risking Your Business Model
- Overview of the Three Keys To De-Risking Your Initiative

#### **Session 2**

- Key #1: De-Risk by Positioning to Create the “Ah Ha!”
- Key #2: De-Risk by Helping People Move from “?” to Action
- The Brain Science of Change

#### **Session 3**

- Key #3: De-Risk by Anticipating the Journey... and Avoiding the Potholes
- The Courage to Lead Change

### **PHASE 2 Building Your Own Game Plan**

- Access to Open Office Hours For Questions

### **PHASE 3 Prioritizing to Execute Your Game Plan**

- 1:1 Consultation: Review of Your Plan and Prioritizing for Maximum Impact

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**Questions?** Contact our founder, Susan Schramm directly to discuss more about your unique situation. [susan.schramm@gotomarketimpact.com](mailto:susan.schramm@gotomarketimpact.com) (847/778-0123)



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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