



De-Risk for a Stronger '20/'21

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

PROGRAM OVERVIEW

PHASE 1: Understanding The Basics of De-Risking

Orientation Call

Pre-Assignment

Session 1

- Evaluating Risks to Your Business Model
- The Brain Science of Change

Session 2

- Key #1: De-Risk by Positioning to Differentiate
- Key #2: De-Risk by Moving People to Action

Session 3

- Key #3: De-Risk by Anticipating the Risks Down the Road
- 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

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

De-Risk and Accelerate Your Impact for the New Normal



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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