

THE DE-RISK SYSTEM FOR CHANGEMAKERS™



WHAT IS THE DE-RISK SYSTEM FOR CHANGEMAKERS?

The **De-Risk System for Changemakers™** is a process to help leaders of organizations with an important mission who are implementing a new strategy to

- Systematically uncover the hidden risks of their new strategy
- Develop a game plan to manage those risks
- More confidently lead others to take action and accomplish results.

WHY DO I NEED TO DE-RISK?

In times of change and disruption, leaders with a mission -- like you! -- may be dealing with a myriad of changes that impact your operations, funding, or your market position. You have to quickly come up with new strategies to adapt.

But even great strategies can fail if people are confused, skeptical or not aligned. A new strategy or initiative can create great excitement and momentum! But it can also create stress and anxiety for those involved, for funders, and especially for the leaders accountable for results.

The De-Risk System helps you and your team step back and thinking strategically about your change in direction so you can execute more effectively, and lead more confidently.

WHAT IS DE-RISKING?

de-risk (verb)

1. Taking **intentional steps** to systematically and objectively identify and **manage risks** in order to achieve a **desired outcome or value** - and enable you to **lead more confidently!**

HOW DE-RISKING WORKS

The **De-Risk System for Changemakers™** is based on six principals that serve as the foundation for evaluating and managing risks when an organization is taking a new direction in a dynamic environment.

The system provides simple and intuitive tools and frameworks for each principal. Best implemented as a team, you are able to objectively and systematically examine the key components of the changes you are making, evaluate where you may not be aligned or are missing answers, and then identify the biggest risks to your strategy and a practical way to manage the biggest risks over time.

DE-RISK SYSTEM FOR CHANGEMAKERS™ PRINCIPALS

- RECONFIRM WHY
- VALIDATE WHY YOU
- CLARIFY WHO
- RE-THINK HOW
- ANTICIPATE WHAT IF
- OPTIMIZE TO LEAD

Questions? Contact Go to Market Impact founder, Susan Schramm, to discuss the De-Risk System for Changemakers™ and how it might fit for your situation: 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.