Innovation in Mission

Powering ideas that bring change

Our Mission:
To see organizations respond well to change and harness ideas that lead to meaningful action.

Pre-launch Pitch Deck

Why consider. . .

A Fractional Innovation Leader







Fractional Innovation Creates Value . . .



. . . by breaking up risk between multiple organizations . . .

Derisk



. . . to help oversee the process of multiplying “fresh ideas that create value,” . . .

Unlock



. . . a senior leader with innovation experience can bring change and needed action.

Renew

Start where you are



“In this new era, critical shifts in strategy emphasize **speed more, scale less and innovation** most of all.” - pwc

---

You will spend money on adapting. It is up to you to decide whether to do it intentionally or reactively.

Innovation requires us to combine the NEW & the NEED

We can innovate in any area of your organization. The key to innovation is being able to bring **new** ideas and demonstrated ministry **need** together into “fresh ideas that create value.”

Building for future impact

A fractional innovation leader can be your partner in cultivating culture, designing systems and building momentum that help you pivot and respond to change.

You Need Disciplined Innovation if . . .

- Your key beneficiaries have unmet needs that you could address.
- You recognize a need to diversify revenue but don’t see a way forward.
- You are seeking ways to attract and retain high quality leaders with vision.
- You need flexibility to respond to a changing world but
- You are overburdened with bureaucracy.
- Your have vision and ideas, but lack leadership to implement them.

The Profile that most Benefits:

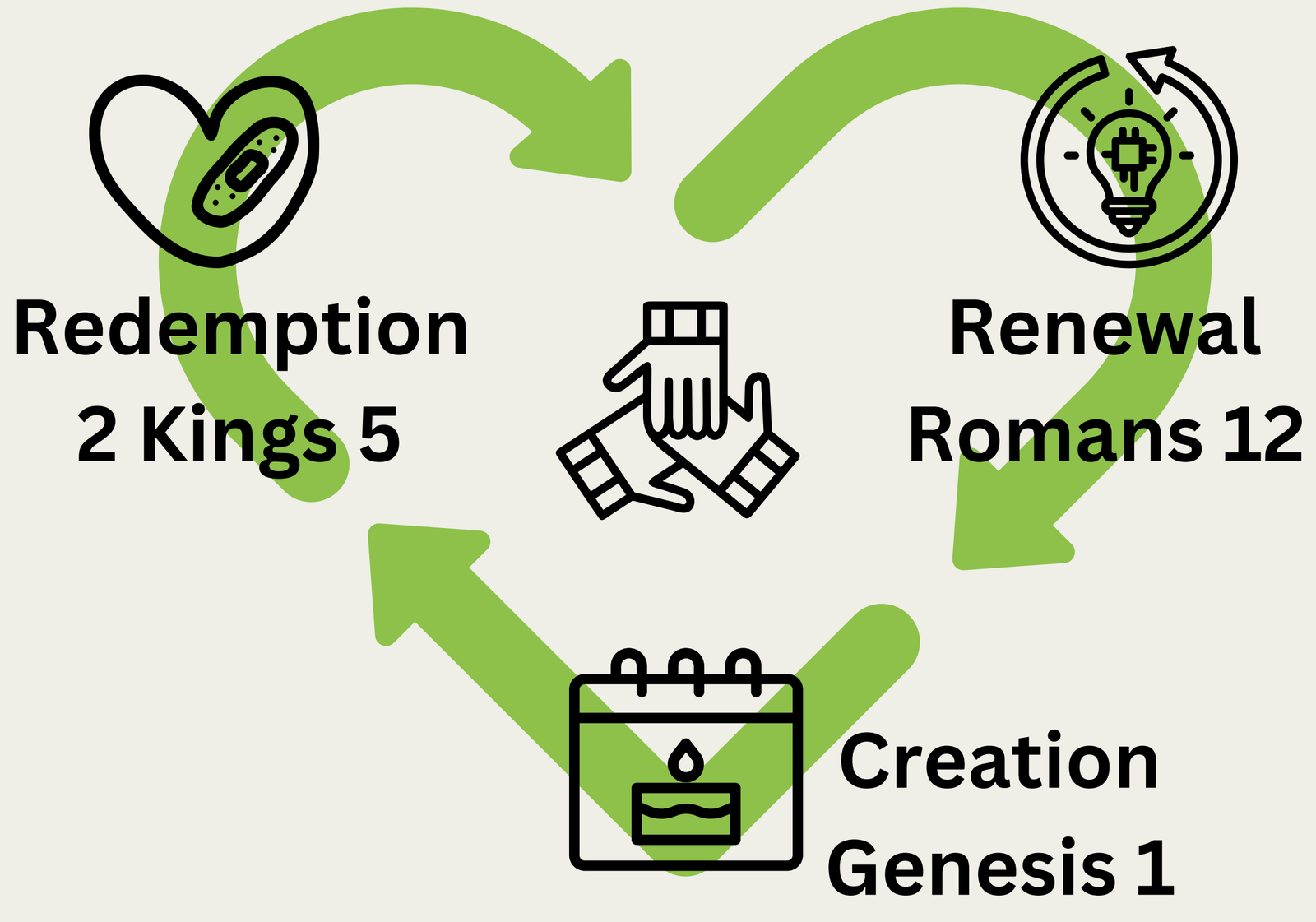
- Have identified a compelling reason for the change that is needed
- Experience high trust and collaboration between the board and executive team
- Are willing to take some risks for future reward
- Are healthy enough to invest patient capital for long-term gain
- Have enough revenue to hire help, but not enough for a full-time hire

Innovation Delivers Tangible Outcomes

- New programs that bring diversified revenue and new growth
- Heightened empathy and a posture of responsiveness towards those you serve
- Growing staff creativity and ownership of the vision
- Dynamic partners who want to collaborate with those who have momentum
- A thriving ministry, growing and adapting in the midst of uncertain times
- Common sense integration of AI into new programs and processes

A Biblical Foundation for Innovation

God's rhythm of **creation**, **redemption** and **renewal** is on display throughout the Bible. But this pattern isn't only for Him to pursue. Instead, we are **co-laboring** as his sons and daughters, **representing** Him as ambassadors with the help of the Holy Spirit, and **co-creating** as friends with Jesus as our Savior.



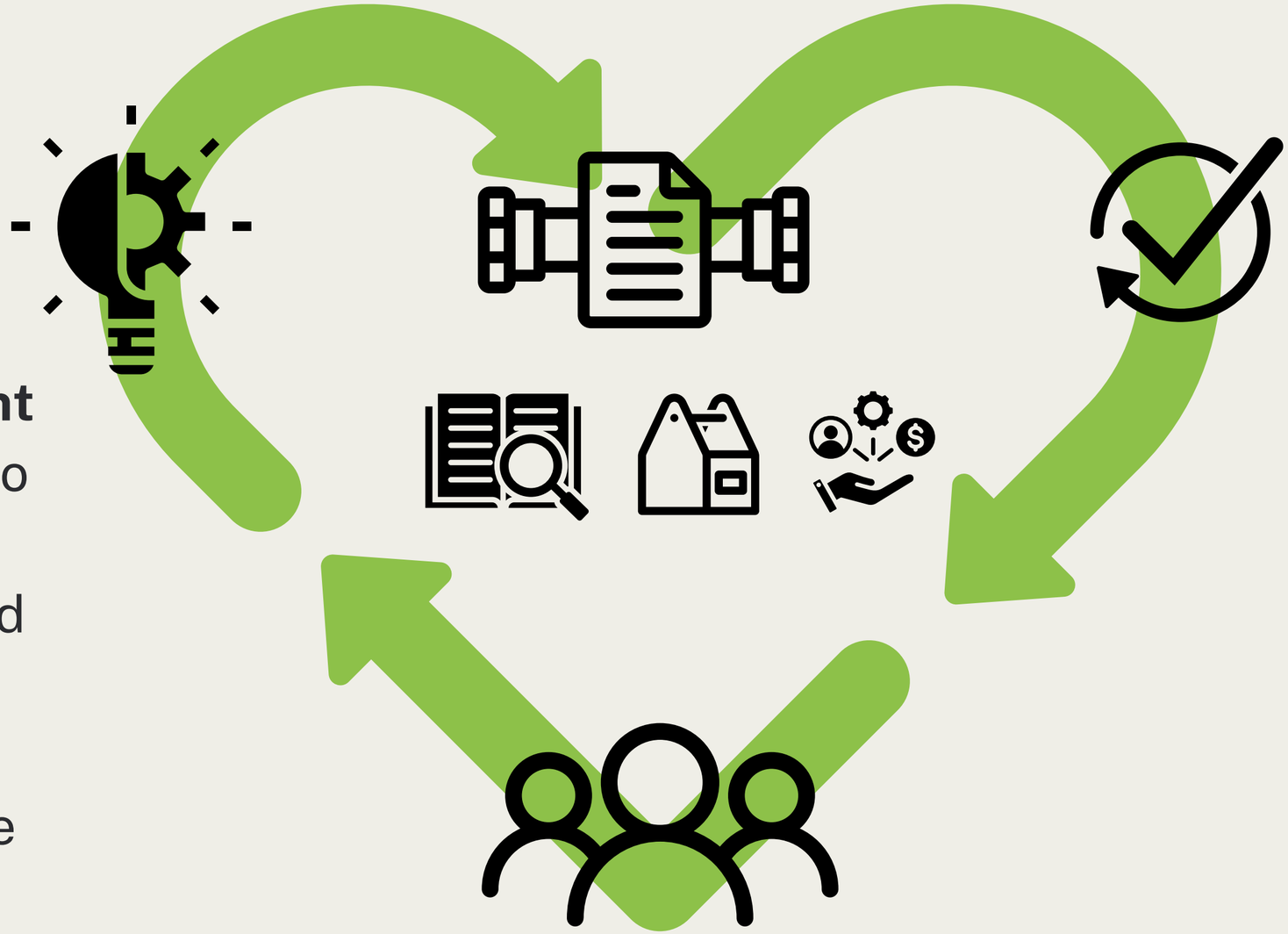
Your Innovation Strategy

Your customized innovation strategy will include some of these elements:

- A community of innovators 
- A common definition 
- Toolbox and training 
- An innovation pipeline 
- Idea management system 
- Clarity on link to outcomes 
- Dedicated resources (people and finances) 

Your Strategy Visualized

In response to a need for **change**, we assemble a **community** of innovators who are equipped with **training**, **coaching** and a **common definition** of innovation. We begin to **ideate** and **experiment** in an effort to find new ways to accomplish our stated **outcomes**. Staff are supported by an **innovation pipeline** that helps organize **priorities** and **resources** as we **co-create** the **future** together.



Three likely innovation drivers:

After listening to many executives, these drivers are the common starting points for innovation.

- Building a culture that innovates
- Innovating around new opportunities
- Confronting disruption with innovation

Driver 1: Building a Culture that Innovates

- Assess readiness to innovate
- Collaborate to define innovation
- Create a process for ideas to flow
- Tie innovation projects to your strategic plan
- Identify ideas that have buy-in
- Coach and build teams around new ideas
- Report quarterly on idea status
- Measure annual progress
- Provide funding and time for staff to participate

Driver 2: Innovating Around New Opportunities

- Define the opportunity and funding model(s)
- Build a coalition of staff and partners
- Understand the problem through empathy
- Ideate towards small scale experiments
- Report on learning and foster buy-in
- Build a prototype based on learning
- Evaluate the prototype and report results
- Build the full product, service or program
- Identify the program’s long-term home

Driver 3: Confronting Disruption with Innovation

- Define and describe the disruption (i.e. AI, staffing, access, felt needs, etc.)
- Facilitate stakeholder engagement
- Identify a pool of ideas for further exploration
- Build and manage a pipeline of for the ideas
- Sponsor ideation, experimentation and learning process
- Select the innovations to pursue
- Build the team and begin prototyping
- Engage leadership and staff with the results
- Agree together on the new direction in response to disruption

Plugging into a Larger Ecosystem

- By tapping into a fractional innovation leader you will have access to:
  - Innovation Advisory Board of innovation leaders
  - Ministry Innovation Panel available for consultation
  - World-class innovation education
  - Cohort of other fractional partners who gather monthly to learn together
  - A broader community of over 500 innovators in global mission

Describing Disciplined Innovation

What You Get

- Culture of innovation plan
- Innovation Strategy deployed
- Three innovation projects annually
- Process that helps staff share ideas
- Coaching for executive leaders
- Metrics tied to outcomes
- Training program for staff
- Diversified funding model design

What You Commit

- CEO sponsorship & C-Suite inclusion
- 2-year commitment
- Revenue-based monthly retainer
- Agreement on a budget for experimentation
- Access to staff for involvement in projects, training, and surveys
- Participation in client-based cohort

The Financial Model

Research shows that spending between 2% - 4% of budget on innovation and R&D is common across multiple types of nonprofits. However, nonprofits in the area of “humanities” tend to spend only 0.2% of budget on innovation.

- Fractional service as an onramp
- Slowly increase spending with demonstrated results
- Invest up front in leadership to guide your growth

Pricing Structure		
Org Revenue	.2% Spend	2% Spend
5 million	$10,000	$100,000
10 million	$20,000	$200,000
15 million	$30,000	$300,000

The Financial Model

There are three main expenses to deploy a fractional innovation function:

Total Innovation Investment					
Org Revenue	Monthly Retainer	Annual Cost	Experiment Budget (25% of retainer cost)	Incidentals (Travel, etc.)	Total Spend
Under 5 million	$4,100	$49,200	$12,300	$5,000	$66,500
5 - 10 million	$5,100	$61,200	$15,300	$6,000	$82,500
10 - 20 million	$6,100	$73,200	$18,300	$7,500	$99,000

Note: This doesn't include cost for current staff who participate in innovation projects as it is assumed that their efforts are related to current job responsibilities and outcomes. Also, experiment budgets are negotiable based on desired outcomes.

What to Expect in Year One

Fractional service means help is diffused to derisk your investment. At the same time, you should expect thoughtful planning, clear deliverables, and regular reporting. It is helpful to note that innovation projects are easier to deliver than the culture-building efforts that require significant time with staff and stakeholders.

Engage
Q1

Listen to stakeholders and provide baseline innovation training as we identify priorities, alignment with strategic planning and low-hanging fruit.

Culture-building Effort

Organize
Q2

Set up the structures needed to mobilize grassroots innovation, track ideas, and begin identifying valuable ideas to pursue. The pipeline begins filling up as staff share ideas.

Culture-building Effort

Experiment
Q3

Begin running experiments and documenting learning with the goal of reporting back on innovation progress as well as a baseline of an organization's culture of innovation.

Innovation Project Work

Measure
Q4

As ideas are being tested, measure the results of the first year work across predefined metrics. Update reporting to reflect a full year of value delivered.

Evaluation and Reporting Effort

Iterate
Q1

Start moving ideas from the experimentation stage to prototyping. Begin investing in ideas with the most potential. This happens as the pipeline is filling up with new ideas and maturing.

Innovation Project Work

Endorsements

"We had the pleasure of being a client of Jon's. He helped with an organizational design project that required innovative solutions and strategic leadership. Jon's ability to analyze complex situations, identify opportunities, and inspire was instrumental to our success." Paul Dzubinski

FRONTIER VENTURES

"Jon did a great job helping us move our innovation launch from idea to reality. Jon spent the time necessary listening carefully first. Then he brought out the tool box, developed a plan, and walked with us step by step helping us develop an innovation strategy that really fit our organization."
Scott Yingling

Avant

BOY WITH A BALL

"Jon is a generational talent with a servant's heart who is indispensable for organization's or businesses who are seeking to scale or innovate in the pursuit of accomplishing their mission." Jamie Johnson

"Jon is a person who understands how organizational purpose and contextual insights inform action. He understands how values impact behavior and actions produce outcomes." Steve Moitozo

SIL

Are you ready to discover what is next for your organization?

Let’s innovate together!