

Clarity. Focus. Alignment.

Purpose-driven strategy
for small nonprofits



STOP REACTING.

Leading a nonprofit without a thoughtful strategy is exhausting. You're expected to be everything to everyone, you're always caught up in whatever's urgent, and it feels like the organization is stuck spinning its wheels.

GET STRATEGIC.

Strategy is essential to any purpose-driven organization, but it's especially important for small nonprofits. Our approach to strategic planning will help you clear away assumptions, resolve big strategic questions, and create a flexible action plan for the organization. So you can focus on building a stronger organization that drives meaningful change.

OUR APPROACH

A comprehensive approach to strategic planning designed for small nonprofits.

Typical strategic planning processes are rooted in assumptions that make sense for large, corporate organizations. Small nonprofits need to develop strategy in a way that works for your unique context: a smaller team, a flatter organization, and limited up-front resources.

A collaborative process to resolve the big strategic questions facing your organization.

When the board avoids big strategic decisions, the organization gets stuck. Our process helps break down complex issues into manageable discussions to guide your board through uncertainty, so you can stop living with deferral and start moving forward.

Implementation planning and monitoring to bridge the gap between strategy and action.

Too often, strategic plans are just a document, and not a way of working. We build out an implementation plan with a full monitoring framework that spells out how and when your organization will do the work and track your progress, so you can build true momentum behind your strategy.

OUR PROCESS

1

INSIGHT

We gather insight from board and staff, partners, supporters, clients and members on the risks, opportunities, challenges and uncertainties facing the organization.

2

BIG QUESTIONS

With a full analysis of the insight we gather in step one, we identify three big strategic questions facing the organization.

3

DECISIONS

We facilitate a collaborative process for each of the three strategic questions, where we scope out all possible directions for the organization, carefully consider the options, and make one clear decision about the path forward.

4

DOCUMENTING

The decisions made about each of the strategic questions form the foundation of the organization's strategic plan, which is approved by the board.

5

TAKE ACTION

We build out a full implementation plan to guide action on the organization's new strategy, and we develop a monitoring framework that outlines how and when the organization will track progress on the strategy.

OUR PROCESS



Equity-Focused. We design our process using an anti-racist and anti-oppressive framework to promote more equitable participation and address hidden power dynamics.



Hybrid Process. Our engaging and collaborative process is designed for remote and in-person sessions, making it easier for your board's schedules to align and allowing us to work across timezones.



Actionable. We go way beyond the typical strategic planning process to develop an implementation plan and monitoring framework that bridges the gap between thinking and doing.



Time Commitment

Our process is carried out over a three-month period.



Investment

Our end-to-end service typically costs \$15,000 CAD + HST.

OUR TEAM

Meet **Nicole Gagliardi**,
our Governance and Impact lead.



Nicole believes that small nonprofits need a new model for success. Her work brings clarity and structure to complex situations, with pragmatic and effective solutions that work for small organizations. Known for challenging the assumptions and norms that limit impact and lead to burnout in the nonprofit sector, Nicole has earned a reputation as an innovative and insightful leader in the Canadian nonprofit sector.



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Are you ready for strategic planning?



Download our free guide
4 Critical Questions for Nonprofit
Leaders to Consider Before
Starting a New Strategic Plan.

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