

# Nonprofit Strategy and Program Design

*Maximizing your nonprofit's impact through in-depth community intelligence research and agile strategic design*

Step 1 of 4	How	Why
Internal Groundtruthing™	<ul style="list-style-type: none"> <li>• Work closely with your organization to build a thorough understanding of what it is and how it functions with:               <ul style="list-style-type: none"> <li>◦ Board, advisor, and key team member interviews</li> <li>◦ Internal document review</li> </ul> </li> <li>• Define areas for growth capacity within your organization</li> </ul>	Successful programs need to be designed with a deep appreciation of the organization's capacity and competencies in mind
Step 2 of 4	How	Why
External Groundtruthing™	<ul style="list-style-type: none"> <li>• Assess landscape of stakeholders               <ul style="list-style-type: none"> <li>◦ Online research and benchmarking</li> <li>◦ Interviews of key community leaders and members as well as existing and potential program beneficiaries to determine met and unmet needs</li> </ul> </li> <li>• Identify opportunities for influence</li> </ul>	Successful programs also need to be designed in light of the target community's composition, capacity, and opportunities
Step 3 of 4	How	Why
Strategy development	<ul style="list-style-type: none"> <li>• Bring findings from steps 1 and 2 together to design an agile strategic framework that will grow and learn with your organization and guide operations well into the future</li> </ul>	Static strategies don't work. Our strategy approach leverages an agile framework that clearly guides operations and changes over time according to results
Step 4 of 4	How	Why
Program design and maintenance	<ul style="list-style-type: none"> <li>• High-level development of programs with your organizations leadership to outline purpose and function based on strategy</li> <li>• Regular check-ins with your team to help keep everything on-track, evaluate results, and guide programs</li> </ul>	Implementation is the trickiest part of any strategy and we stick around to help out

**Result:** A report on the results of Groundtruthing™, an agile strategic framework, high-level translation of the strategy into program design, and regular check-ins to keep programs on track