



Reimagining Strategy

Session 1

spectrum
nonprofit services

 **NH Center for
NONPROFITS**

1



2

Our conversation

- ✓ Welcome and Introductions
- ✓ Cohort Overview
- ✓ Strategic Challenges
- ✓ Intended Impact
- ✓ Next Steps

3

The Spectrum Team

Steve Zimmerman



Shelly Schnupp



Steve Strang



4

Our Cohort

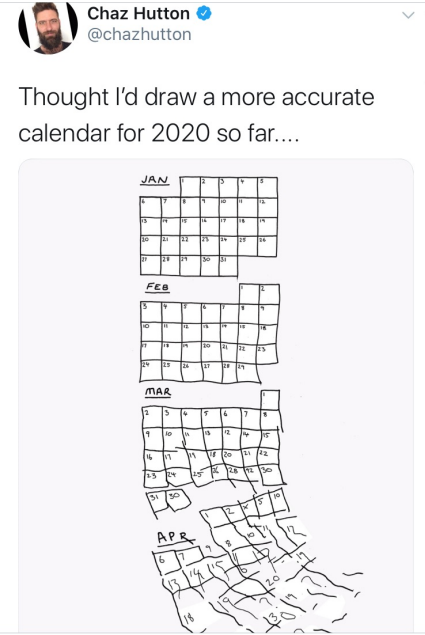
The slide features a green background with a white grid pattern. At the top left, an orange banner reads "Our Cohort". Below this, several logos are arranged in a grid-like fashion. The logos include: "One Sky Community Services" with the tagline "One Life, Endless Possibilities"; "Kids Collaborative" with the tagline "Keene Housing"; "THE BARNSTORMERS" with the tagline "Delighting audiences since 1931"; "UpReach" featuring a horse silhouette; "BREAK THROUGH MANCHESTER at The Derryfield School"; "air arts in keene"; "NRRA" with a green arrow; "the FRONT DOOR Your Path to Self-Sufficiency"; and "World Fellowship Center Wake up where social justice meets nature!".

5

The slide has a light beige background with a subtle pattern. In the center, there is a black silhouette of a group of people sitting at a table. Above them are four speech bubbles: a blue one with a white 'P', a light green one with a red 'O', a light green one with a blue 'L', and a dark blue one with a light green 'L'.

6

Reimagining Strategy



7

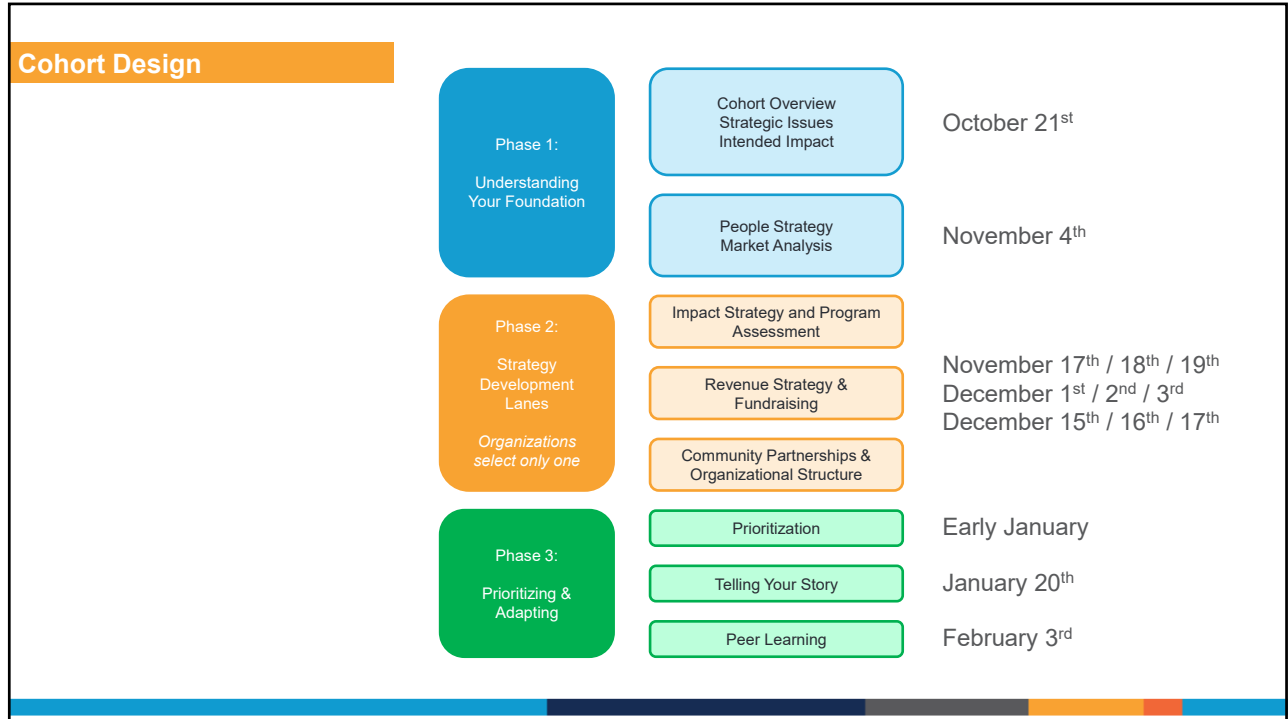
Reimagining Strategy

7% is the median estimate of nonprofits will fail because of the pandemic. The range is 3% to 38%
- Candid

“Everyone has a plan until they get punched in the face.”
- Mike Tyson

“In order to fly you need something solid to take off from.”
- PL Travers

8



9

Expectations

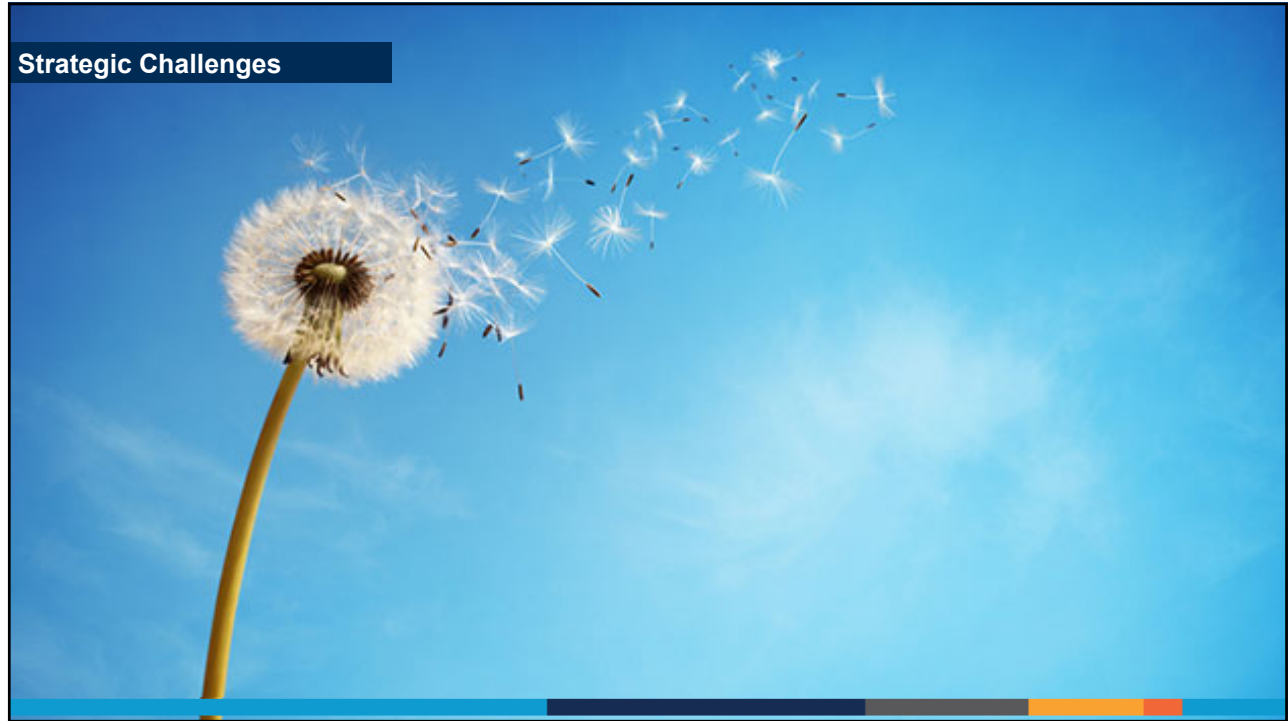
What we expect from you?

- Communication
- Participation
- Ask questions
- Be brave

What you can expect from us?

- Communication
- Focus on you and prompt replies
- Customization where we are able
- Mutual exploration

10



11

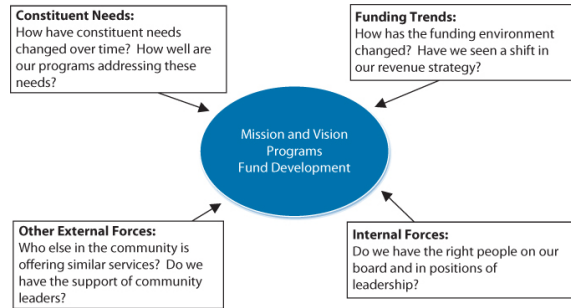


12

Strategic Challenges

Questions to Ask

- Using the chart to look holistically at your organization, what are your strategic challenges?
- Were they challenges before COVID?
- What have you learned from your COVID response that you want to keep going forward?
- What did you use to do that you want to let go of?



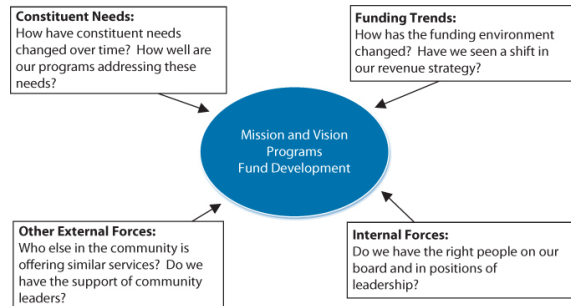
13

Your Turn



Strategic Challenges

- Using the chart to look holistically at your organization, what are your strategic challenges?
- Were they challenges before COVID?
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14



15

Intended Impact


Defining Intended Impact

A statement or series of statements about what the organization is trying to achieve and will hold itself accountable for. It identifies both the benefits the organization seeks to provide and the beneficiaries.

--- Susan Colby, Nan Stone & Paul Carttar
Bridgespan Group

16

Intended Impact



Mission


Improve the lives of poor children in America's most devastated communities.

Intended Impact

Harlem Children's Zone (HCZ) will focus on children aged 0 to 18 living in the HCZ making a successful transition to an independent, healthy adulthood, reflected in demographic and achievement profiles consistent with those in an average middle-class community.

17

Intended Impact



Mission

To guide the growth of at-risk youth in order that they reach their potential and live responsibly.

Intended Impact

Youth and young adults up to age 26 and their families with a lack of formal support and resources who have experienced trauma and exhibit maladaptive behaviors will be productive members of society as measured by being:

- Financially stable
- Connected with the community
- In healthy relationships
- Law abiding

18

Intended Impact



Mission

Improve quality of life and cultivate human potential through equine-assisted therapies.

Intended Impact

Those who are suffering mental and physical challenges with a focus on military service members, children with cancer, and children and adults with special needs will have an improved quality of life reflected by reliable measures of self-reported physical and mental health over time

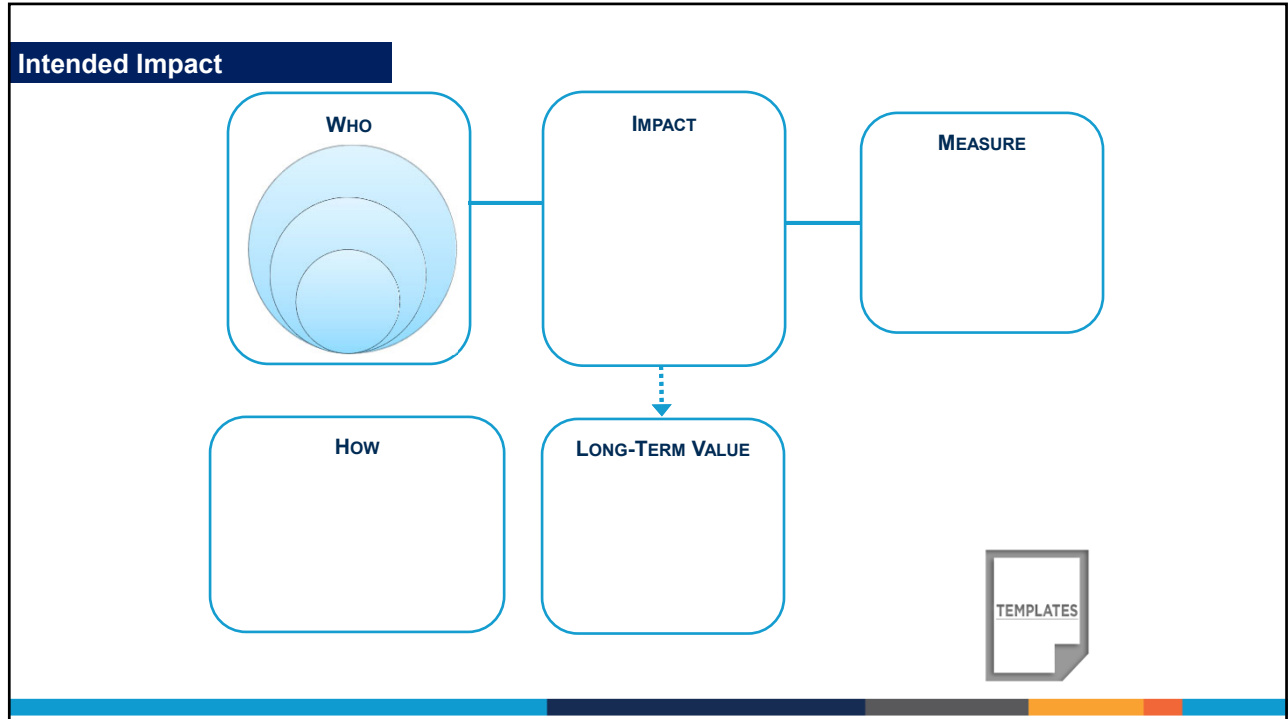
19

Intended Impact

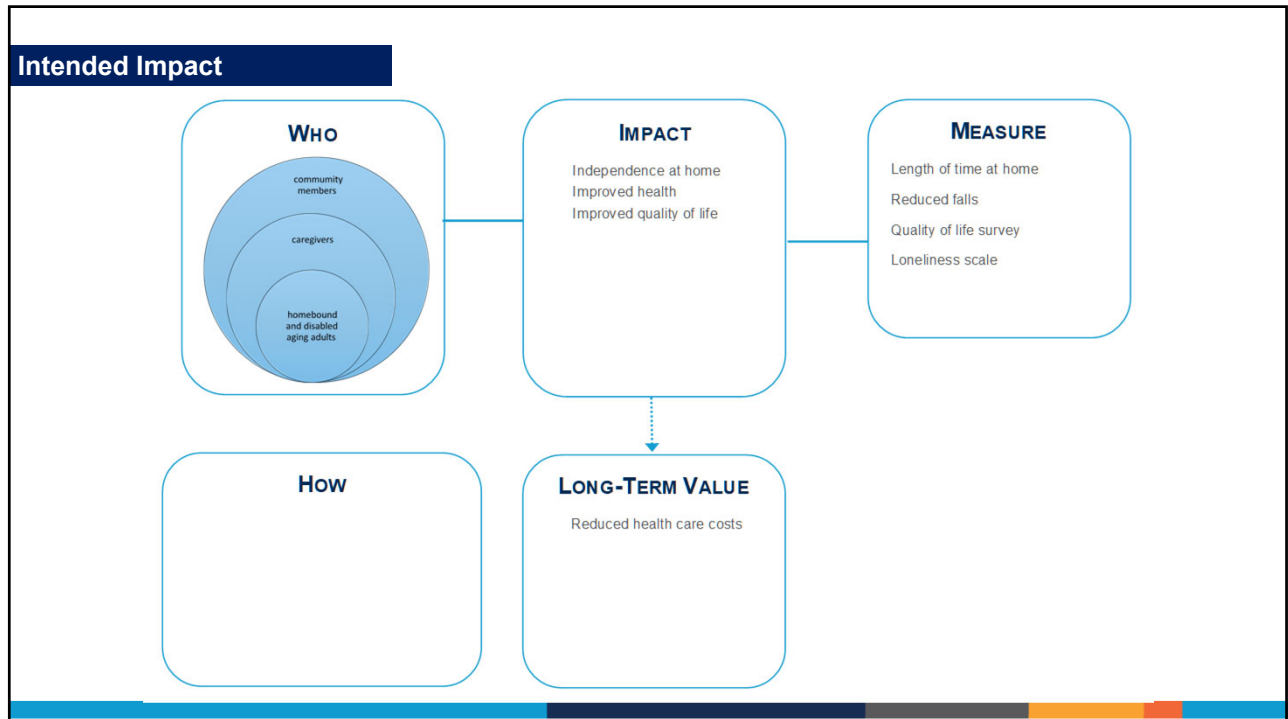
Questions to Ask

1. If we went away, who would it matter to and why? How would their life be different?
2. What is the specific anticipated change our organization hopes to achieve as a result of our efforts?
3. Who are our primary beneficiaries? Who or what are we ultimately trying to serve?
4. What is the geographic region of our impact?
5. How can our success be measured?

20




21



22

Intended Impact

Mission	Intended Impact



23

Your Turn

Intended Impact

1. If we went away, who would it matter to and why? How would their life be different?
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24

Recap

K r z # l o z h # v h # k h v h B

What do we want to accomplish and what challenges do we face?

Strategic Challenges

Revisit this during prioritization to make sure the strategies we decide to pursue address the strategic challenges the organization is facing.

Intended Impact

Serves as a beacon to make sure we are protecting our core and implementing strategies that will maximize the impact of the organization.

25

Homework

- ✓ Review and complete the strategic challenges.
- ✓ Review and complete the intended impact. You may complete either the outline or the final statement.
- ✓ Send them to Spectrum by November 3rd.
 - Reimagining@spectrumnonprofit.com

26

Need Help? Contact Us

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Templates and Recordings Available at:
www.spectrumnonprofit.com/reimaginingcohort

27



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Reach Out!

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28