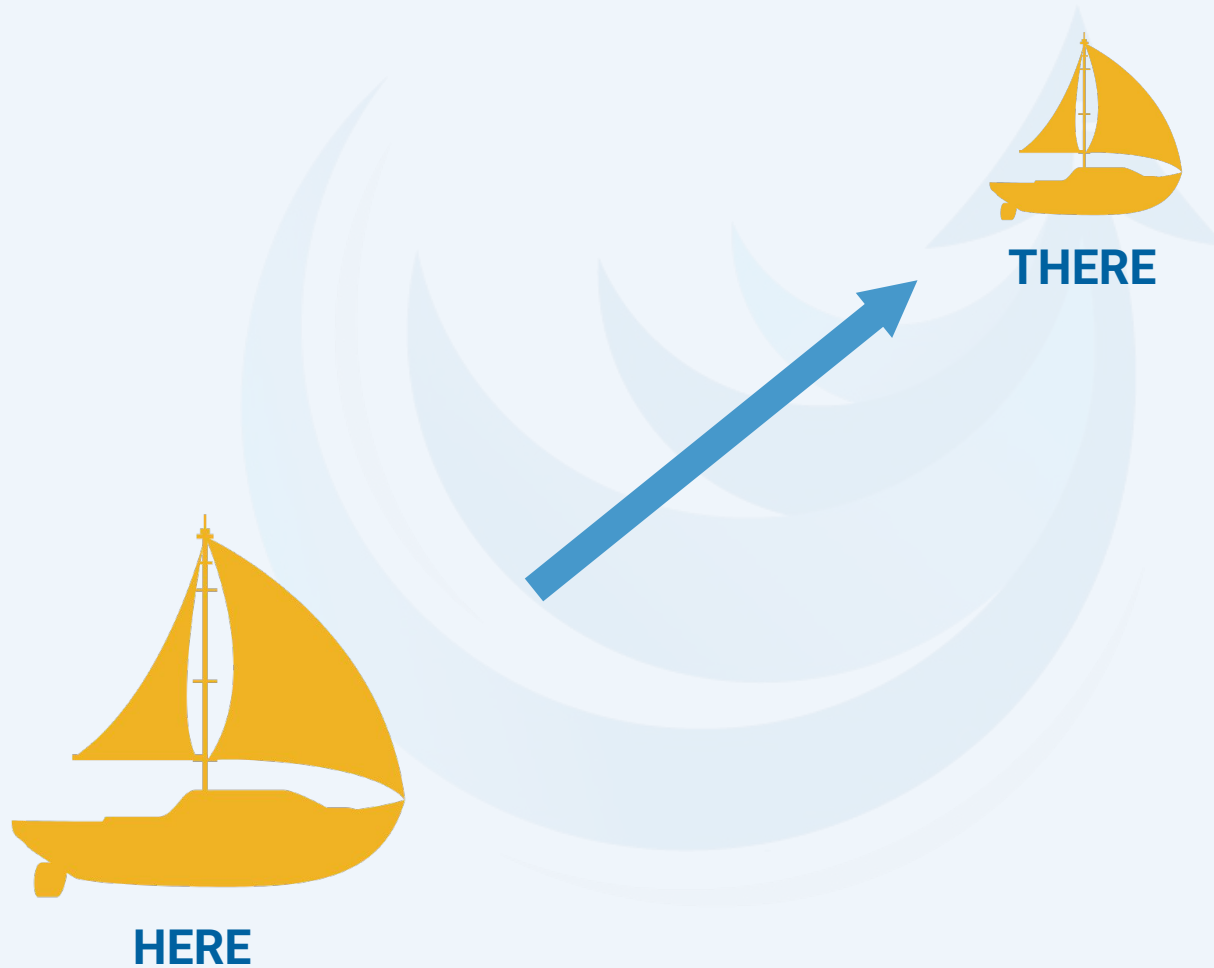


# You Didn't Get Here Overnight



# You Didn't Get Here Overnight



# You Didn't Get Here Overnight

## *Camping*



# You Didn't Get Here Overnight

## *Climbing*

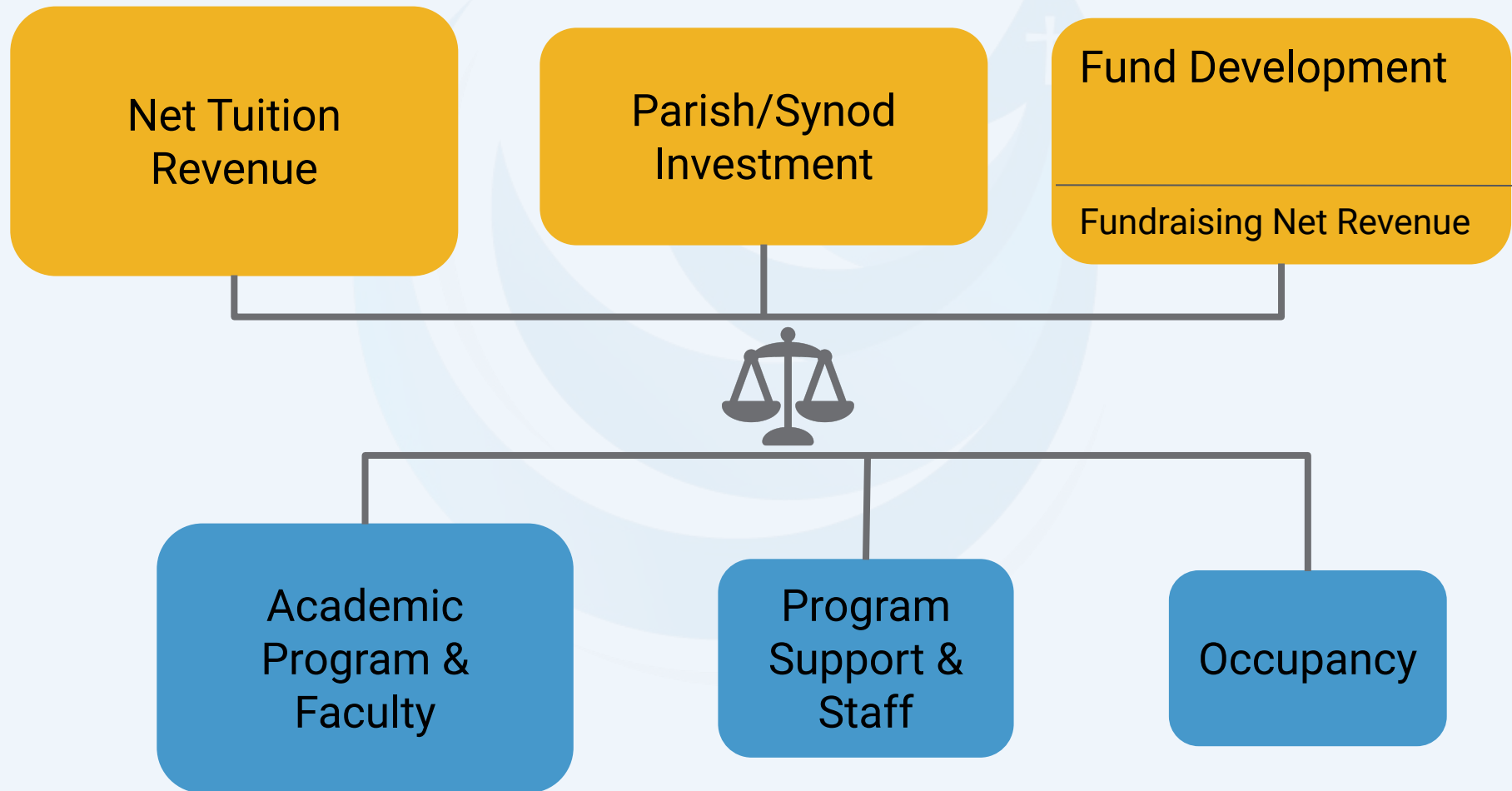


# You Didn't Get Here Overnight



# You Didn't Get Here Overnight

## Sources & Uses

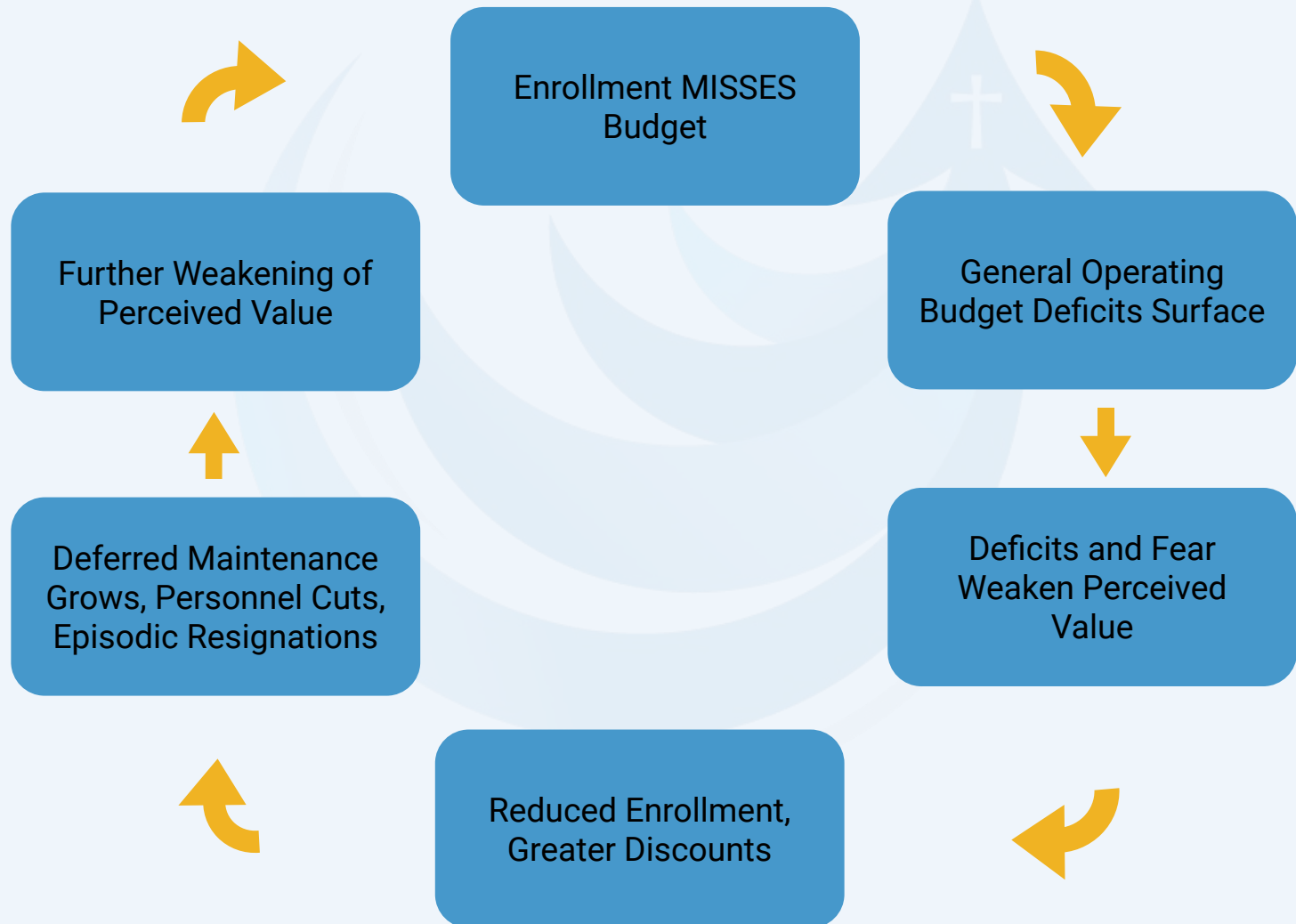


# THE MYTH OF THE BOILING FROG



# You Didn't Get Here Overnight

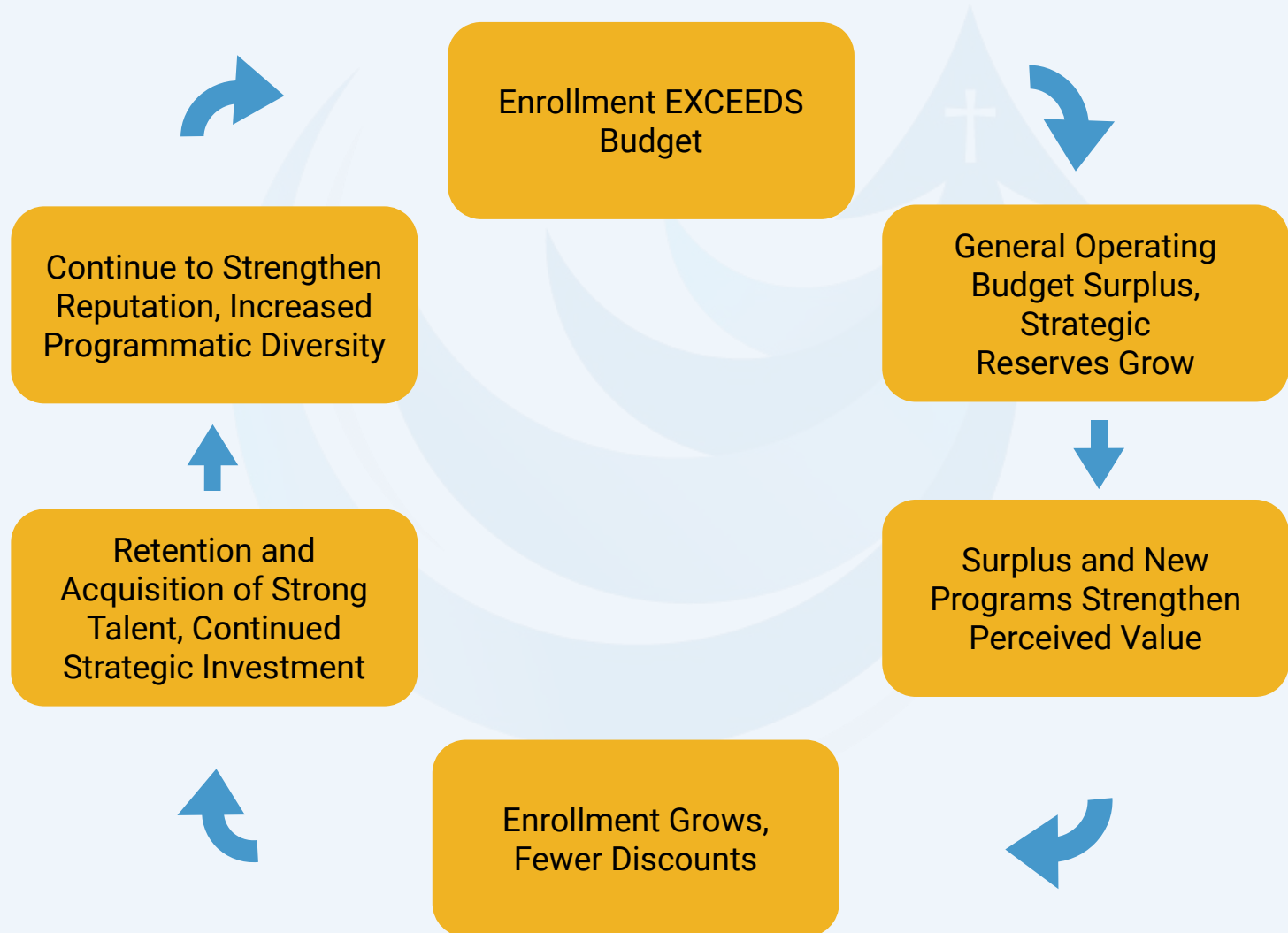
## *Managing Decline*





# You Didn't Get Here Overnight

## *Managing Growth*

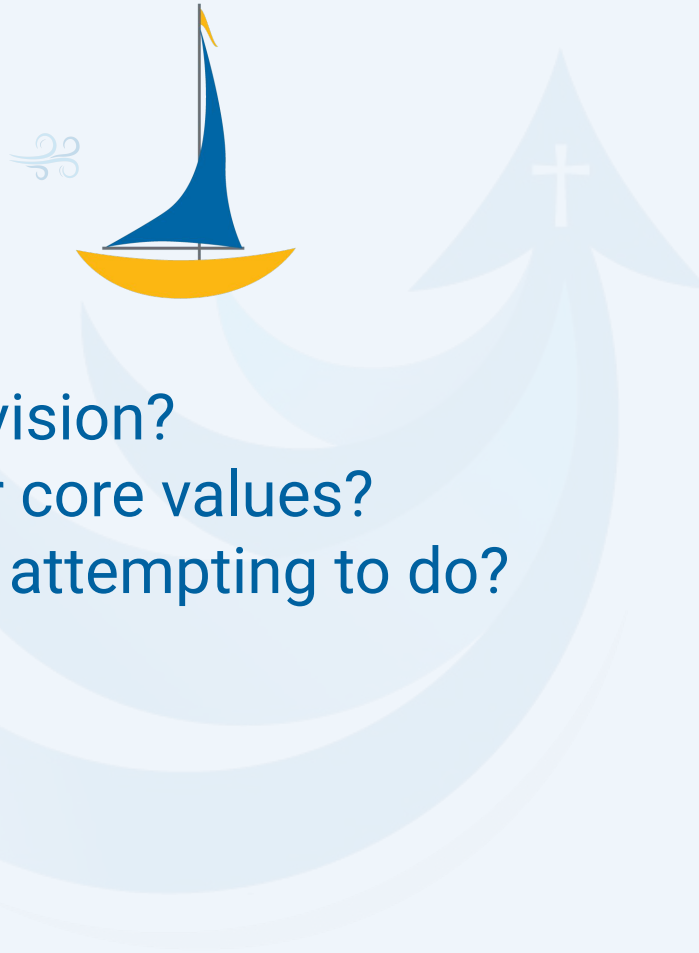




# Why? Why Us? Why Now?



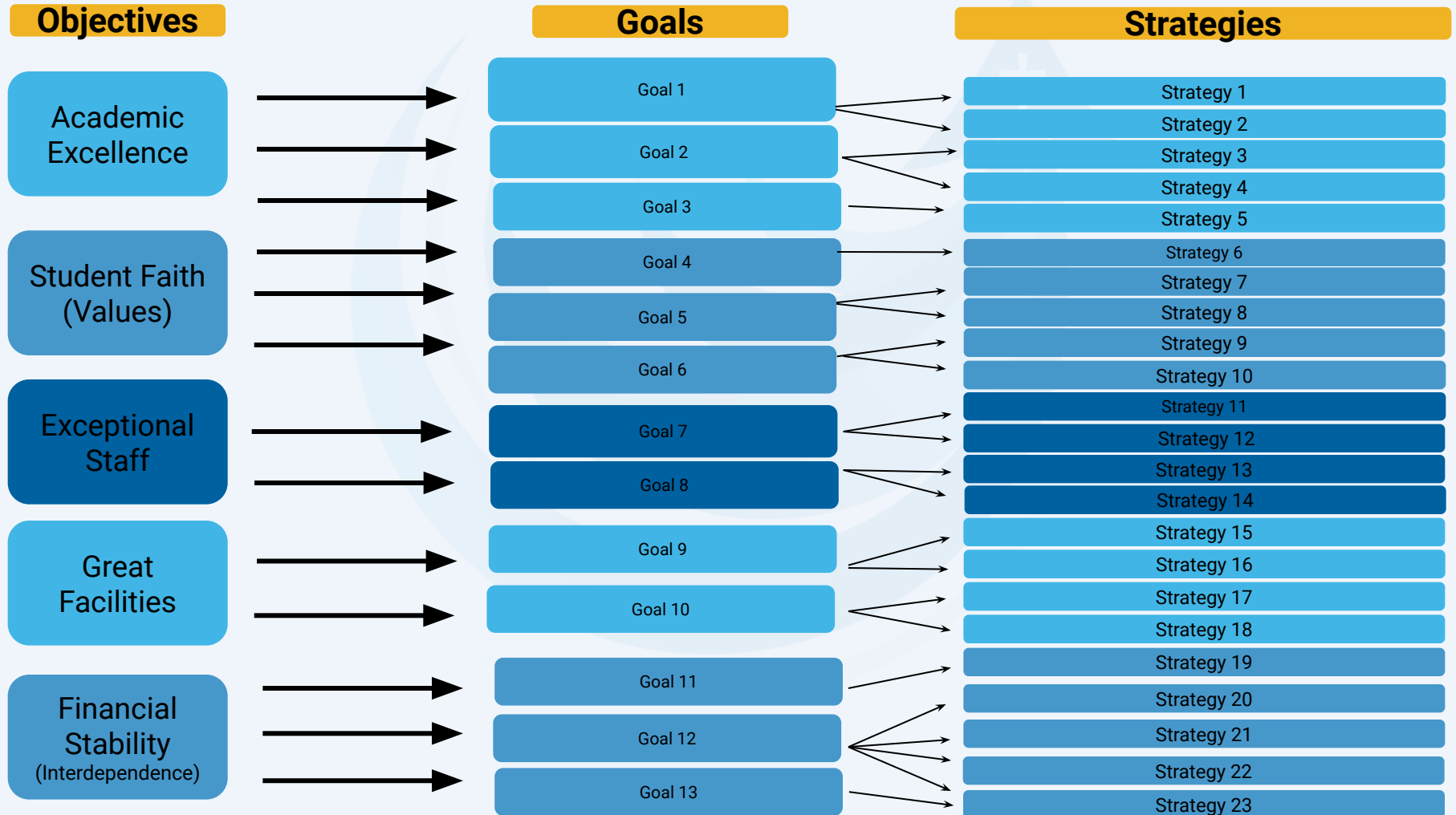
# Why?



- What is our vision?
- What are our core values?
- What are we attempting to do?

# Why?

*What is our "There"?*



# Why Us?



- Who do we serve?
- How do we serve them better than other organizations do?





# Why US?

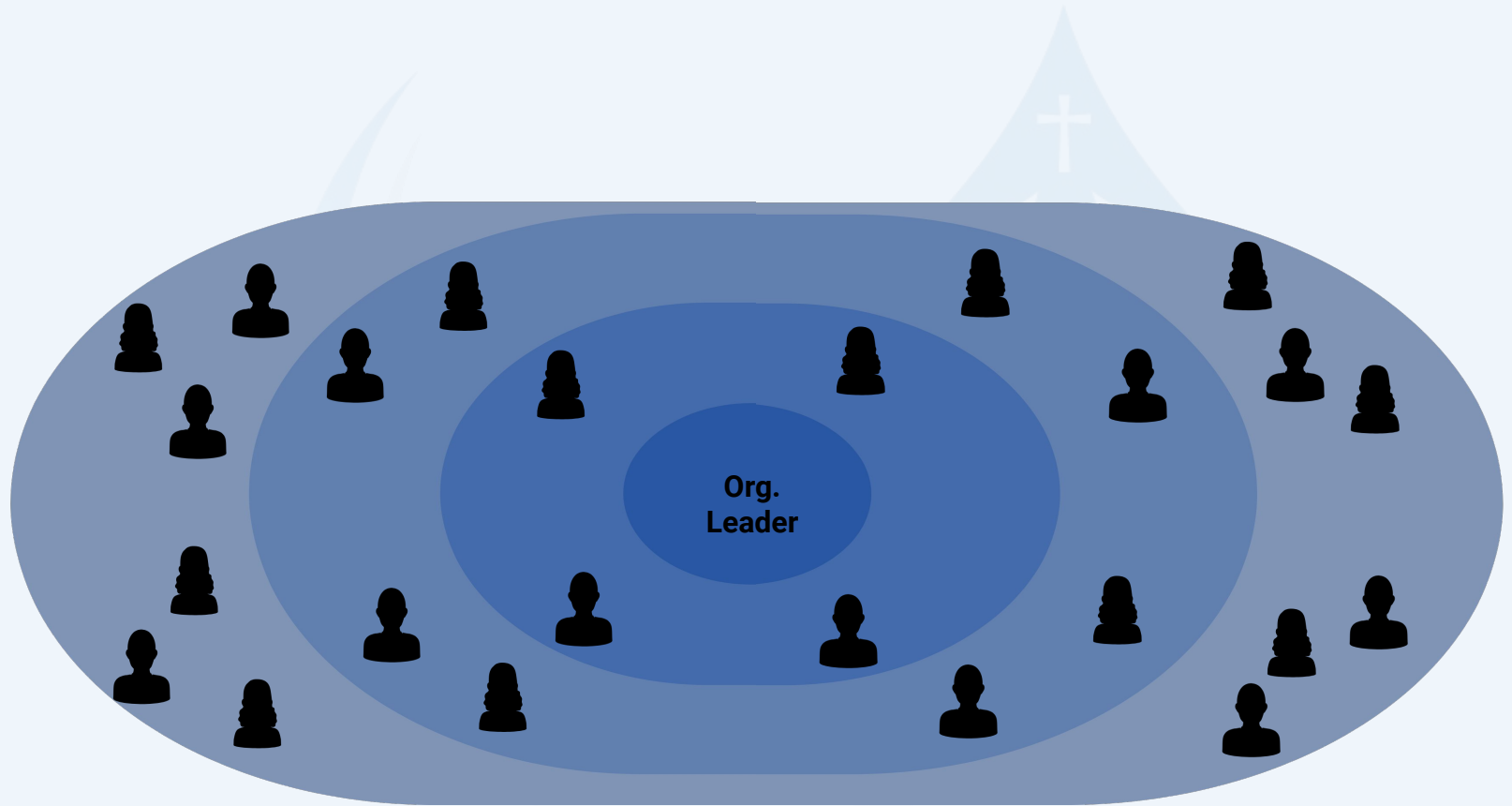
*Who do we serve?*





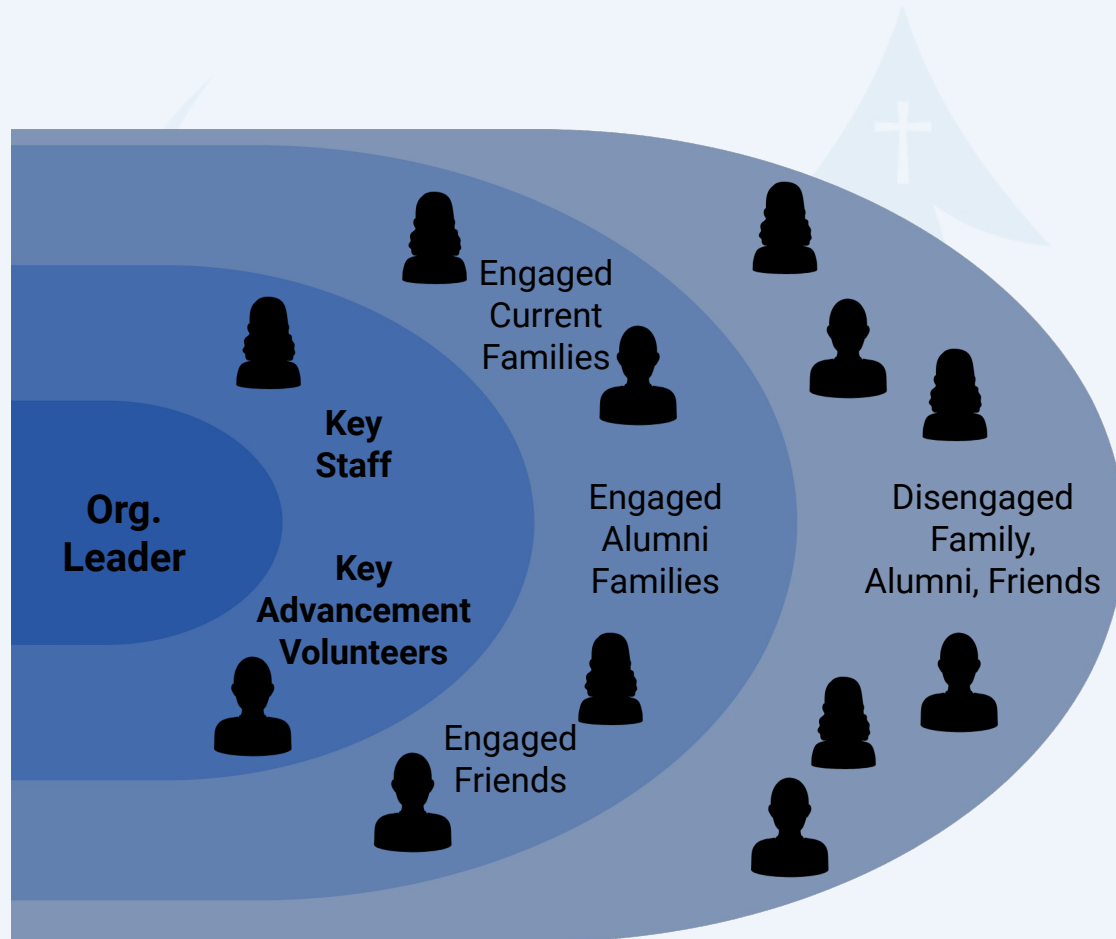
# Why US?

*Who do we serve?*



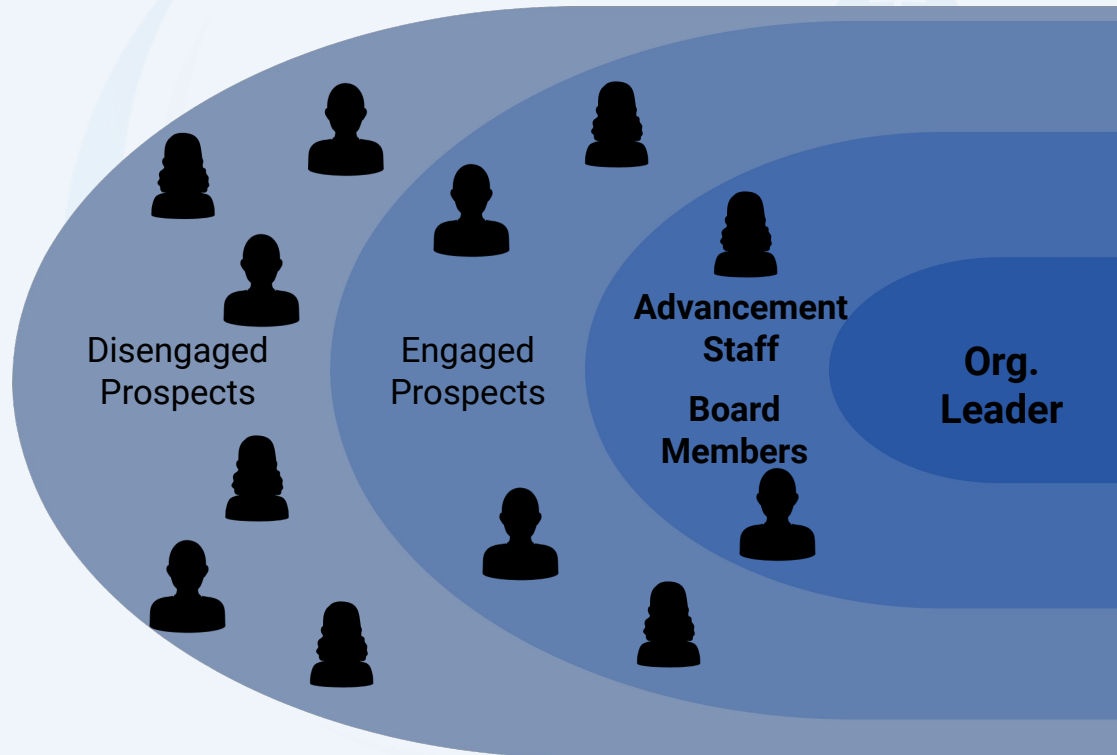
# Why US?

*Who do we serve?*



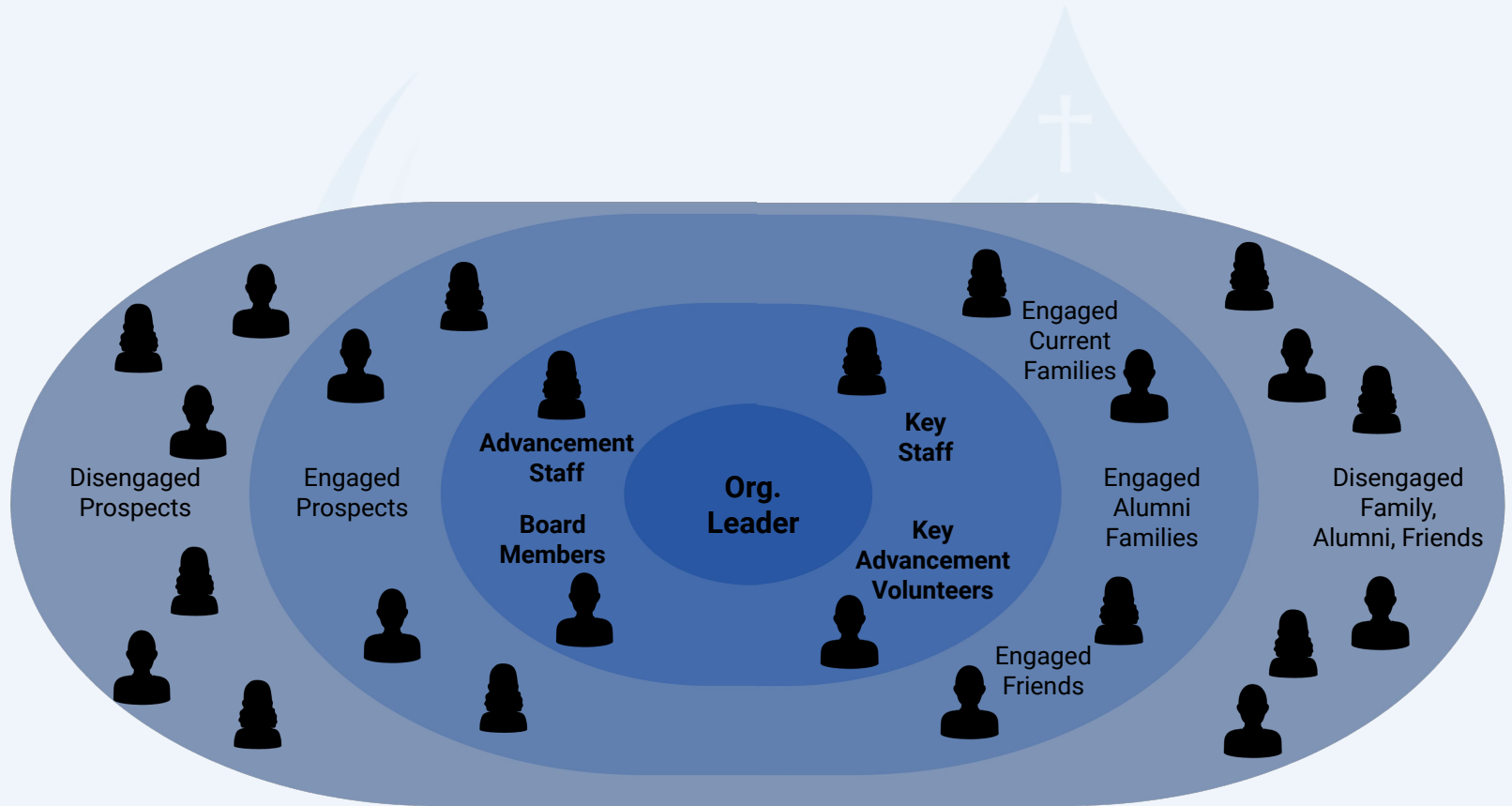
# Why US?

*Who do we serve?*



# Why US?

*Who do we serve?*

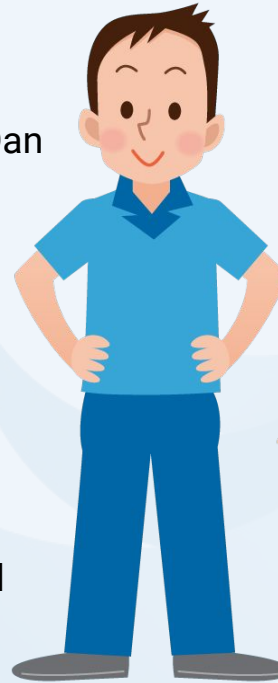


# Why US?

## Persona



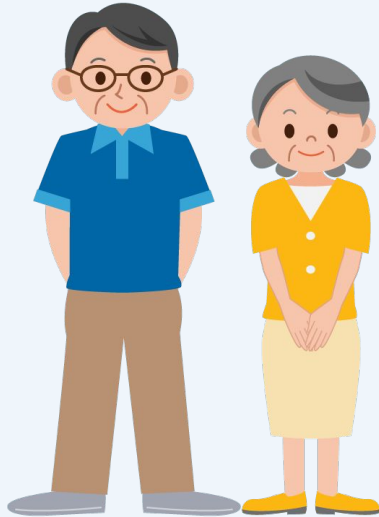
"Decision" Dad Dan



School Mom Sue



Guiding Grandma Gertrud



Legacy Grandpa Larry

Diligent Student Daisy

Excited Student Eddie





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## Define Your Ideal Family

Retirement Status

Fixed Income

Retired with a Federal Pension  
\$22,000/year

Multigenerational Family

Grandparents Live Nearby

Occupation

Salary

Full-Time Sales Director  
\$175,000/year

Marital Status

Location

Married + in Their Mid-40s  
Live 5 Miles from Your School

Occupation

Salary

Full-Time Accountant  
\$55,000/year

Church Activity

Active in Your Congregation

Grade

Rising 3rd Grader

Grade

Rising 1st Grader

Interest

Cub Scout

Interest

Loves Soccer



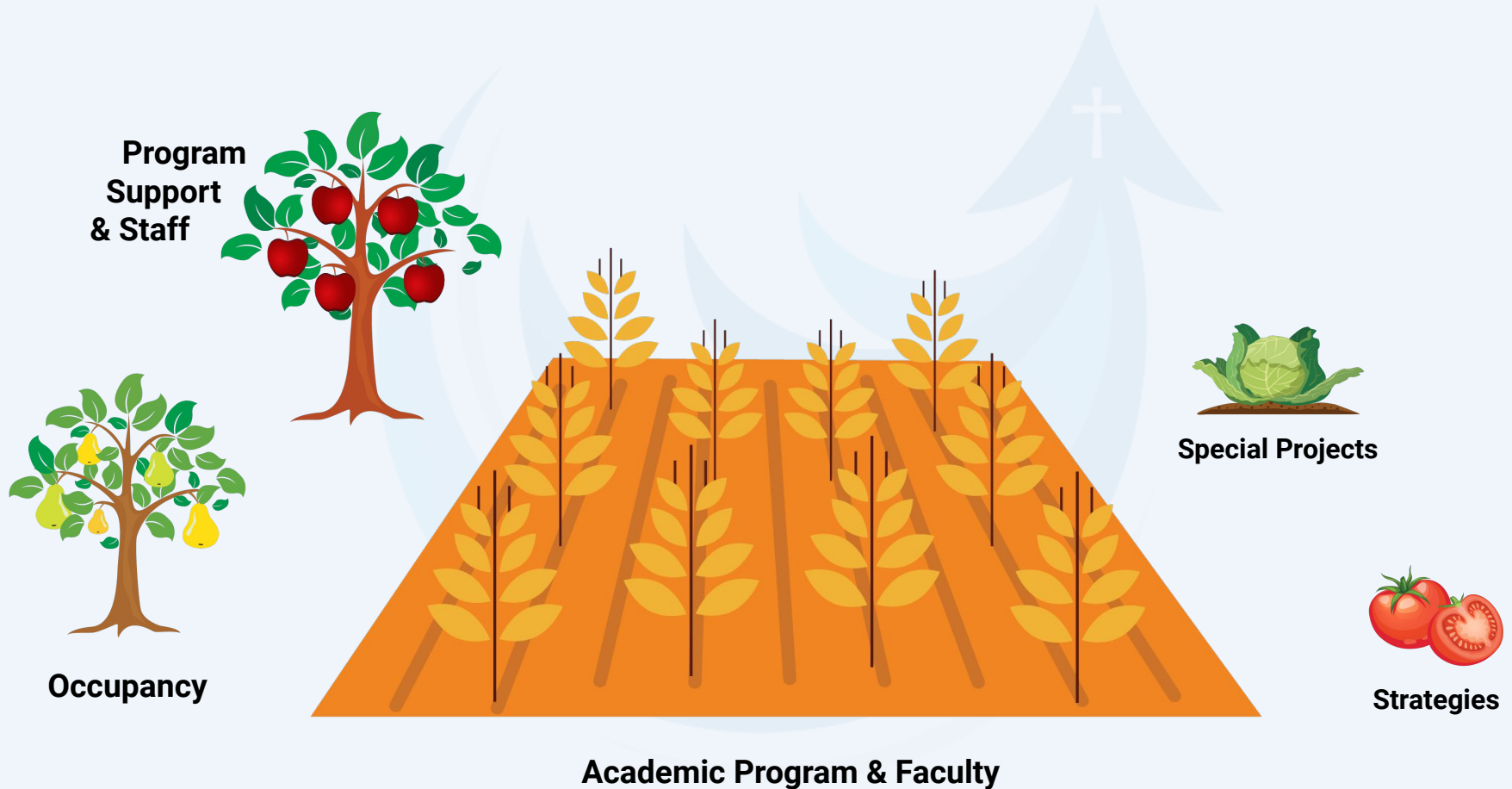
# Why Now?



- What is our three-year plan?
- What is our one-year plan?
- What are our quarterly goals?

# Why Now?

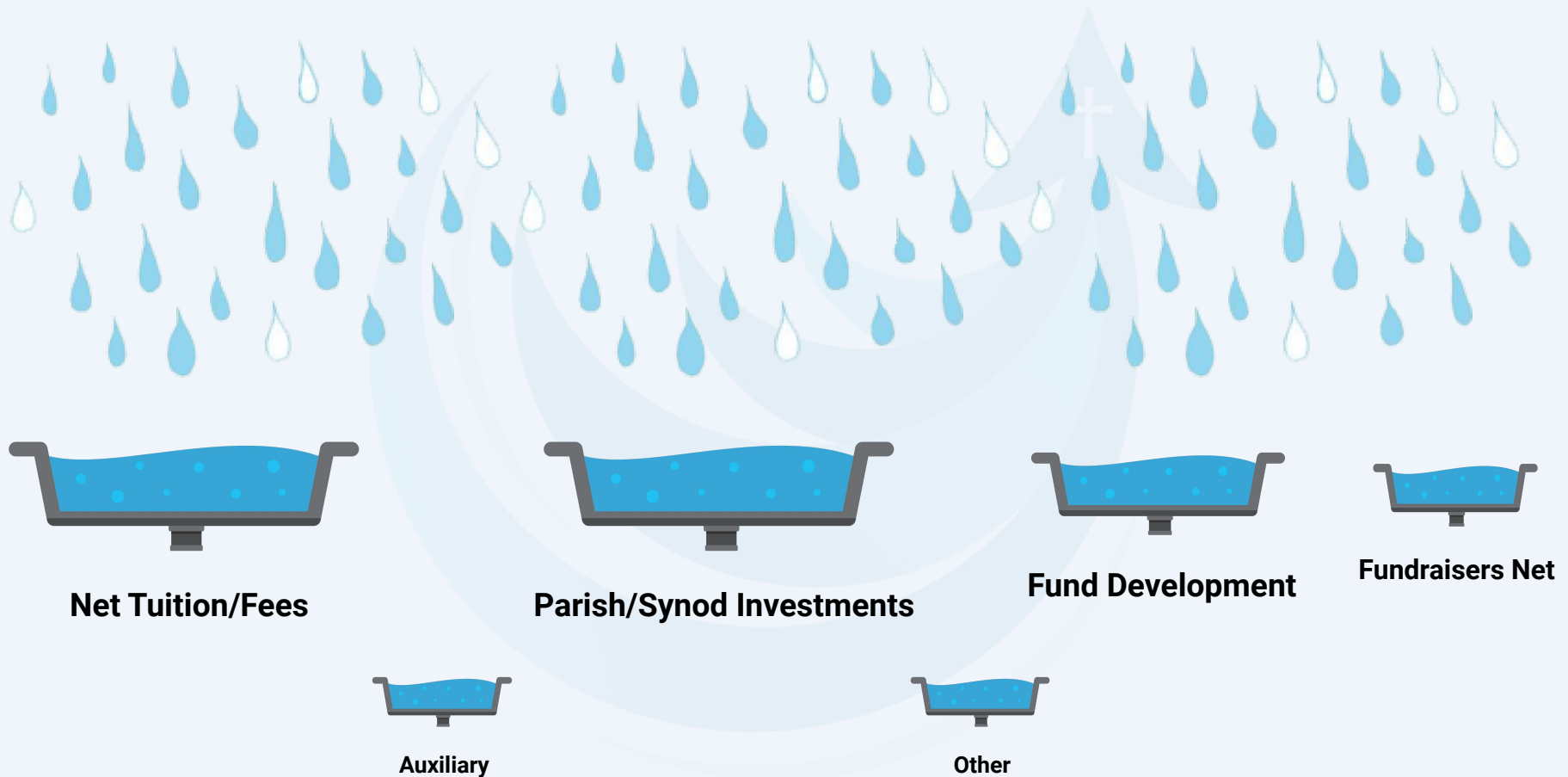
## Uses





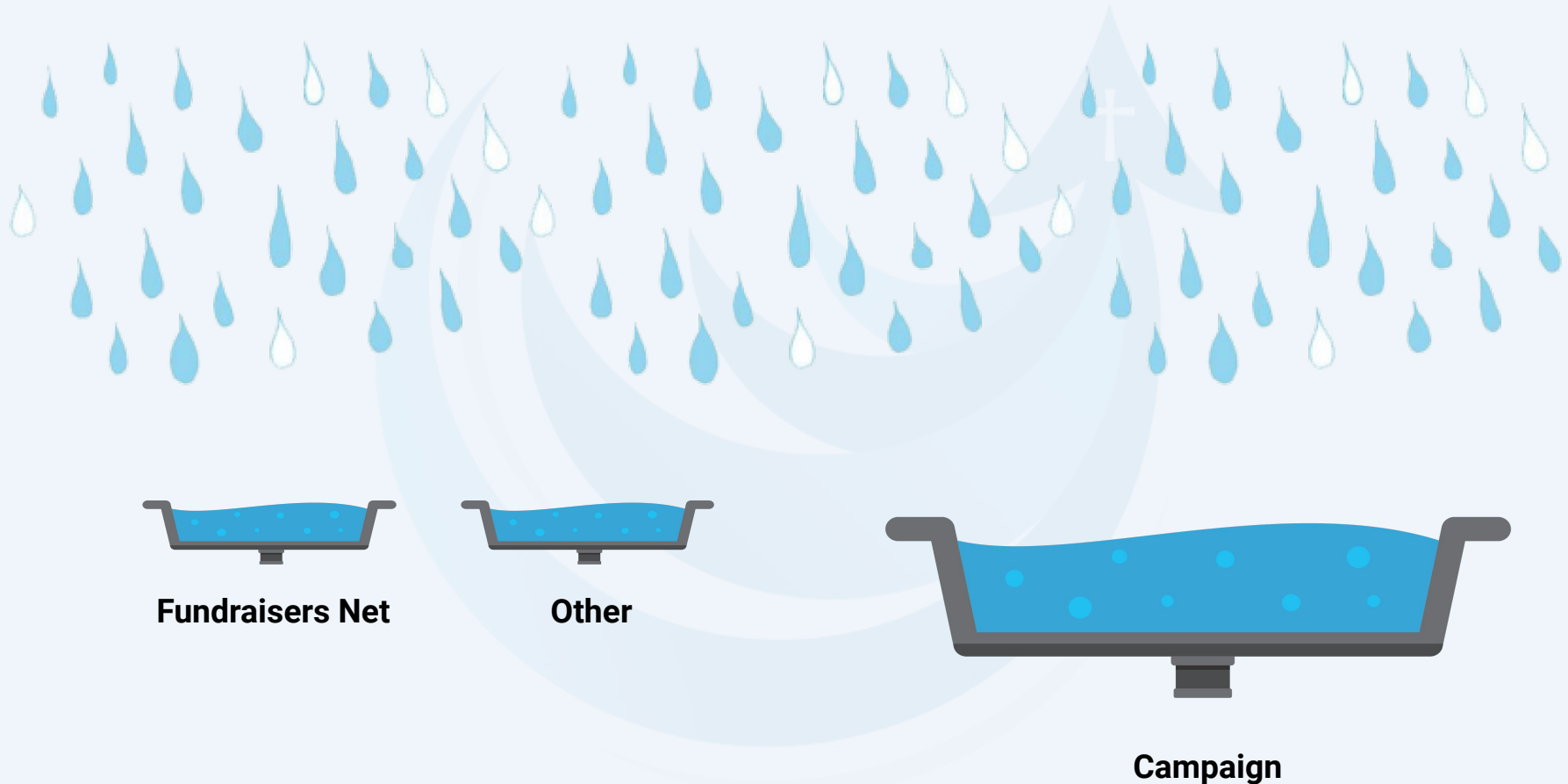
# Why Now?

## Sources



# Why Now?

## Sources



# Why Now?

*Fill the barrels*



**Unrestricted**



**Temporarily  
Restricted**



**Permanently  
Restricted**



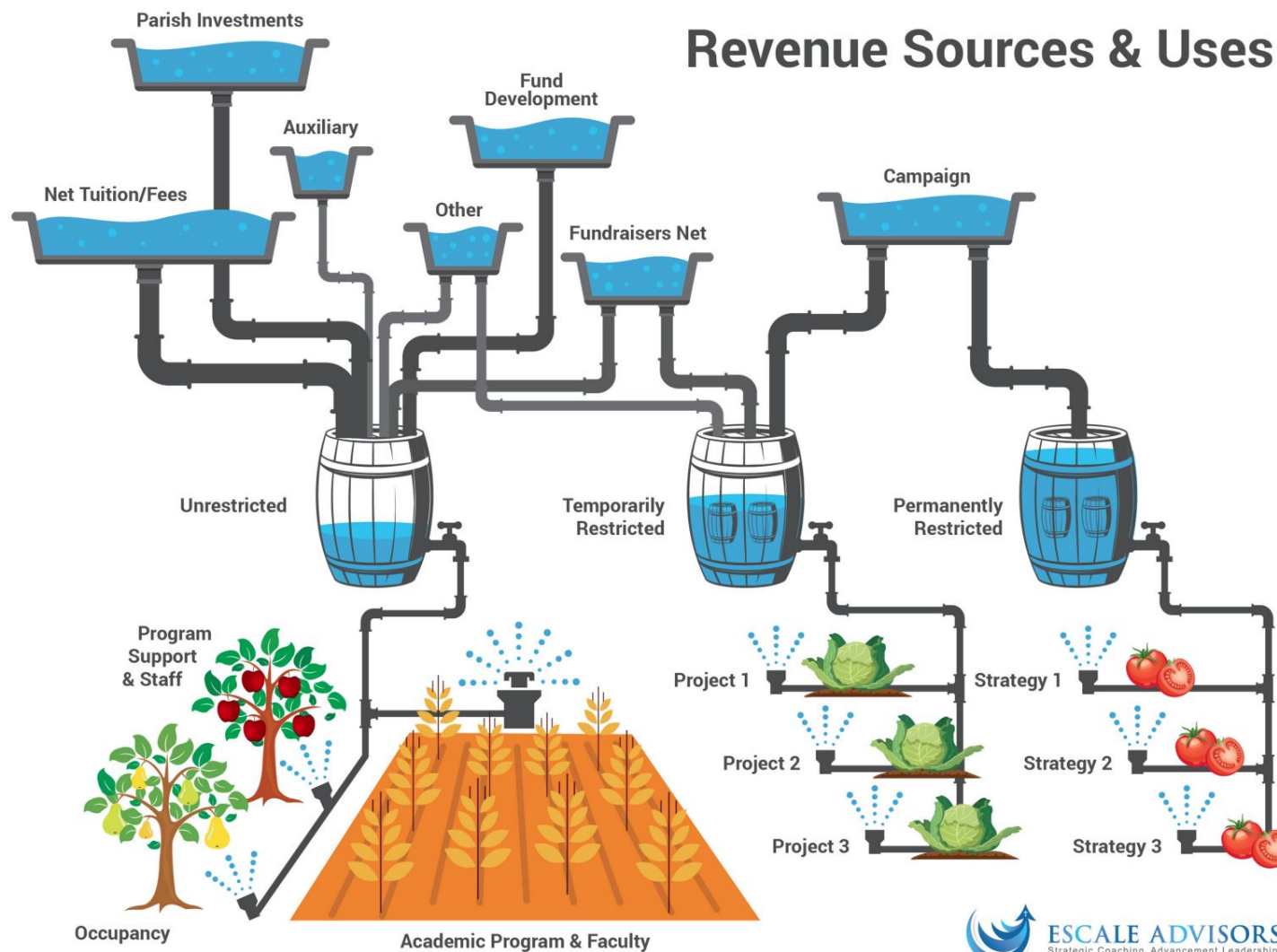
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## Revenue Sources & Uses



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# Why Now?

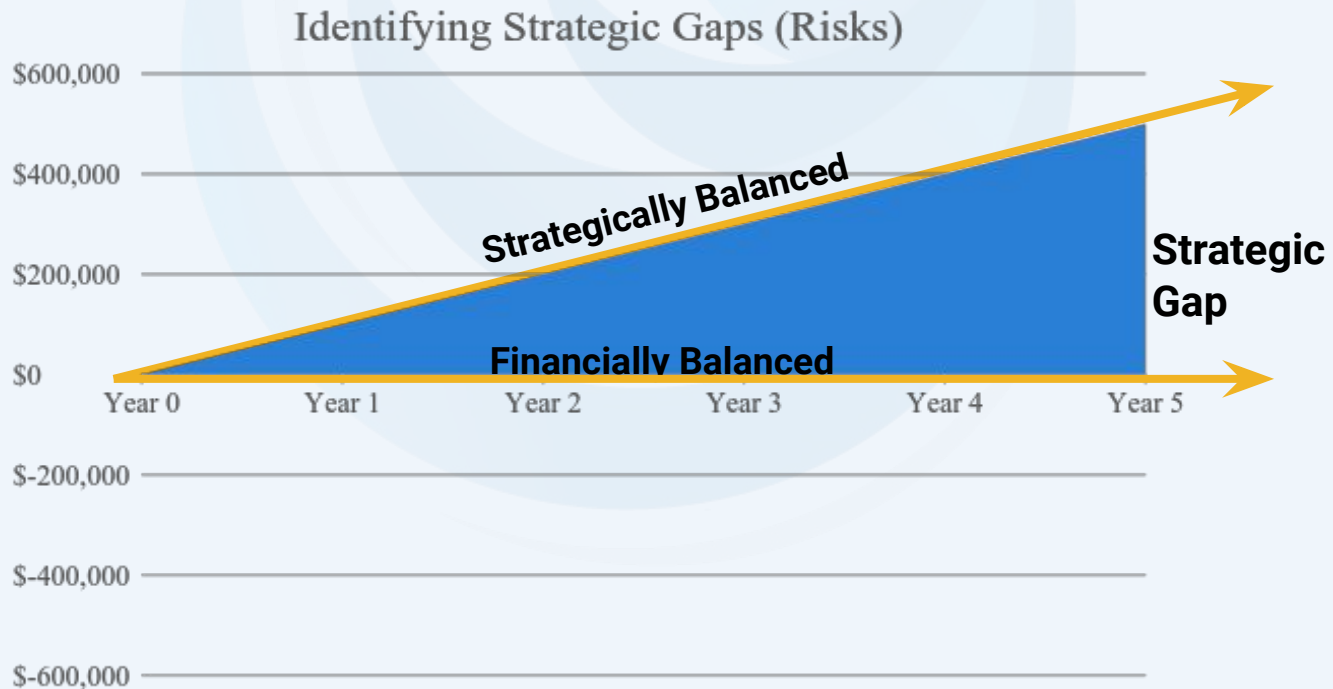
## The Strategic Gap



**Special Projects**



**Strategies**





# Building Your Case for Support

## GUIDING QUESTIONS

- What is our vision?
- What are our core values?
- What are we attempting to do?



### Why?

- Who do we serve?
- How do we serve them better than other organizations do?



### Why Us?

- What is our three-year plan?
- What is our one-year plan?
- What are our quarterly goals?



### Why Now?



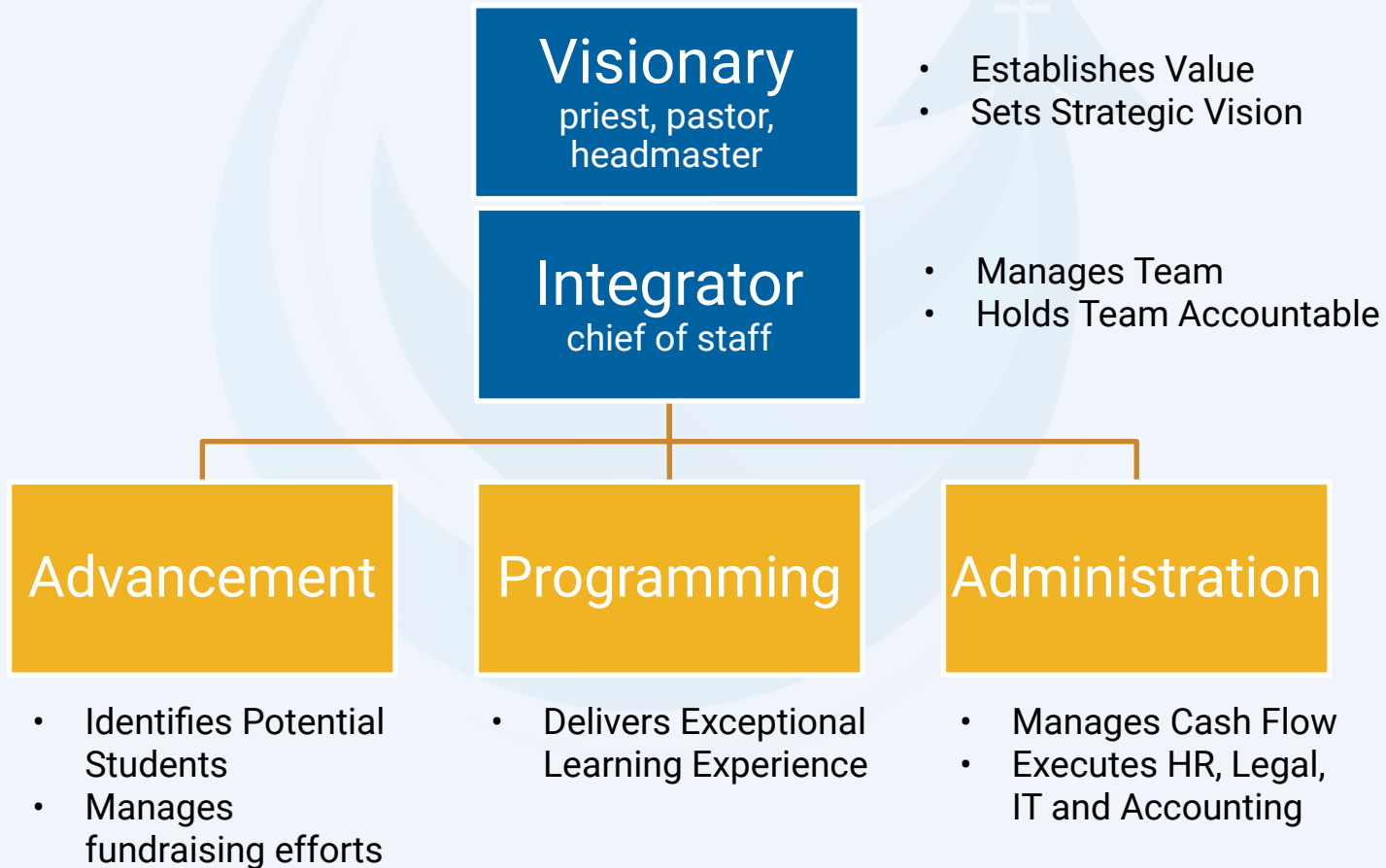


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# Keep Your Strategy in Shipshape



# Keeping Your Strategy in Shipshape





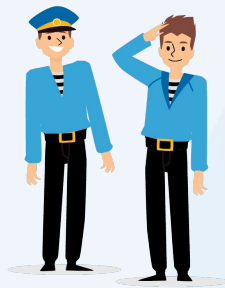
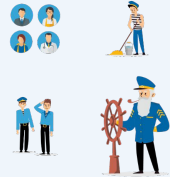


Conflict

TRUST

# Keeping Your Strategy in Shipshape

## *Decisions*

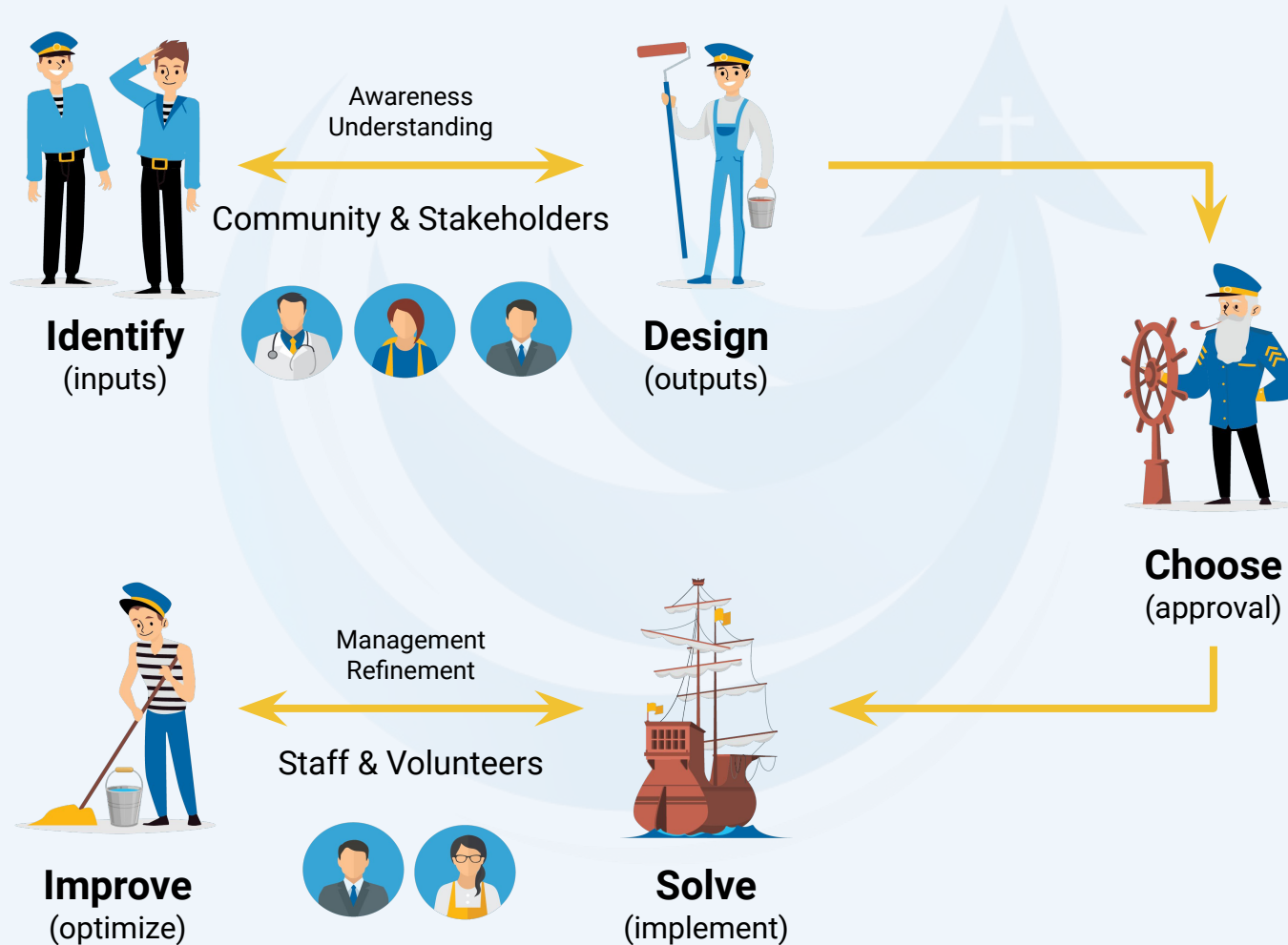
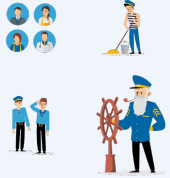


1. Objectives

5. Individual KPIs

# Keeping Your Strategy in Shipshape

## Decisions





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## Keep Your Advancement Strategy in Shipshape

Developing Standard Operating Procedures





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Founder & Lead Coach



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