



Innovation Catalyst: Strategic Realignment (iCat:SR)

In response to the ongoing needs of the nonprofit community in 2020, CNM is offering a special edition of the Innovation Catalyst, **iCat: Strategic Realignment**. Building on the foundation of the original Innovation Catalyst program supporting nonprofits in developing alternative revenue streams, this new catalyst is focused on sustainability in uncertain times. This intensive seven-month process provides nonprofits with a unique opportunity to adapt their organizations to be more nimble and sustainable in the current climate.

Currently, in 2020, nonprofits are challenged with more demands, uncertainty, and drastically changing revenue streams than ever before. Utilizing the tenets of the Innovation Catalyst, iCat:SR is a reinvention of the program to respond to the current hardships by providing a constructive and strategic process that includes a **portfolio review, strategic framework, and business planning** to analyze an organization's underlying business model for necessary pivots.

Expert coaches and consultants from our partner, **CauseImpact**, will guide a cohort of organizations as they clarify strategic priorities, improve sustainability, diversify revenue, and engage current funders and stakeholders in new and different ways.

How will iCat:SR differ from iCat? iCat:SR will feature:

- Integrated online and in-person group sessions (with back-up plans to go all virtual, if needed)
- Increased focus on reinventing core business model toward long-term sustainability
- New content, including portfolio review of the organization's current and potential programs and revenue streams
- Substantial increase of strategic direction and outcome-based metrics
- A final pitch event entitled "How to Present this New Strategy to Your Board and Stakeholders"
- A shortened timeline: August 2020 – March 2021
- Organizational out-of-pocket commitment of \$3,000

Questions about iCat:SR? Contact consulting@cnm.org.