



BRINGING A NON-PROFIT'S STRATEGY TO LIFE



INTRODUCTION

A Midwest organization that arranges reliable funding for arts, culture, and heritage began a journey of strategic transformation to further enrich the local cultural and economic landscape.



THE STORY

Central to fostering a thriving cultural ecosystem, this regional arts council utilizes public resources to fund and support arts, culture, and heritage initiatives. The organization strengthens, promotes, and develops the cultural landscape, recognizing its pivotal role in driving the economy, supporting education, and enhancing overall community vibrancy.



THE CHALLENGE

The organization's strategy, while promising, lacked a clear articulation of necessary activities and measurable success metrics. Bridging the gap between vision and execution became the primary challenge.



THE CHOICE

The organization's decision to collaborate with B|G proved instrumental in turning their strategy into a reality. This choice involved the development of a structured implementation plan, aligning objectives, fostering collaboration, and engaging the community to achieve their cultural and economic development goals.

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A Midwest organization, committed to providing reliable funding for community arts, culture, and heritage, aimed to develop a strategy that would benefit local art and culture while also improving the community's economic development and quality of life. The former strategy lacked clear articulation and measurable methods by which the organization could rate success.

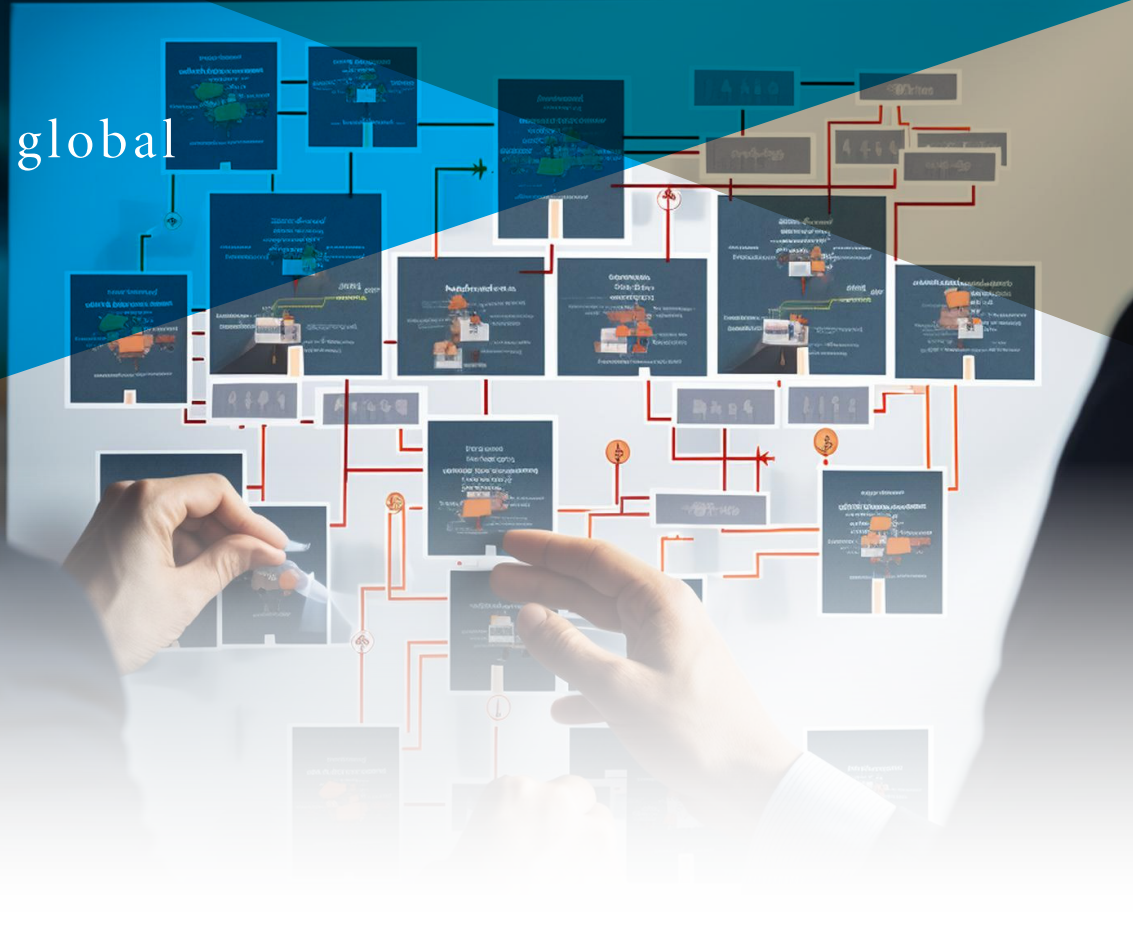
Baton Global (B|G) partnered with staff, board members, and community partners to develop implementation and communication plans. These plans included key initiatives, success metrics, and milestones that would ensure the achievement of goals outlined in the strategy.

B|G began the revision process by evaluating the previous strategy, which provided insight into current capabilities, challenges, and goals. Workshops were hosted with staff, board members, and community partners to validate and refine goals, and B|G recommended an implementation framework to release goals and ensure understanding by all stakeholders.

Once the organization had a clear and collective understanding of the framework that would operationalize

the strategy, the project team worked to draft the implementation plan. B|G worked closely with staff to draft objectives, targets, and measurements most important to the organization. To ensure achievement of these targets, the project team crafted initiatives – or projects of change – to ensure alignment with overall goals, both internally and with the board of directors.

The final implementation plan included the development of a communication plan, which consisted of a visual representation capturing the plans and activities in place for leaders to engage community members in thoughtful discussion. Given the collaborative nature of the organization, the implementation plan was shared broadly with key stakeholders including community partners, state agencies, private companies, beneficiaries, and more.



B|G's guidance in operationalizing the strategy has helped the client take action and execute the strategy to fulfill the shared vision of key stakeholders. Specific measures of success provided clarity to internal staff and external partners to accomplish the greater goals of investing in arts and culture, aligning community stakeholders, and establishing proper goals and systems. The organization has been solidified as a leader in arts, culture, and heritage within the community, and leaders are now equipped to confidently communicate how the organization benefits the overall region.

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HELP YOU DESIGN A STRATEGY
THAT ACHIEVES YOUR GOALS.



Matthew Mitchell, PhD
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