



SPARKING INNOVATIVE THINKING IN A PUBLIC SERVICE ORGANIZATION



INTRODUCTION

A training and learning nonprofit, impacted by the pandemic, sought innovative pathways for growth and resilience. Collaborating with [Bâton Global \(B|G\)](#), the organization aimed to ignite creative thinking and formulate strategies for sustainable progress.



THE STORY

This nonprofit organization is dedicated to promoting health and safety in the workplace and the broader community. It works with a variety of businesses and community groups, offering expert guidance and support to help implement effective safety practices and policies.



THE CHALLENGE

The organization struggled to foster innovation among stakeholders while seeking revenue diversification and preparation for future disruptions. The organization's environment hindered the full creative potential of its stakeholders.



THE CHOICE

[B|G](#) methodically reviewed internal strategies, conducted interviews, and facilitated a dynamic virtual workshop, enabling the board to brainstorm strategic initiatives. The outcomes fueled a comprehensive three-year strategic plan, empowering the leadership team with actionable insights and a sharper understanding of emerging challenges and opportunities. This transformative approach not only encouraged innovation but also positioned the organization for adaptive growth and resilience.

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In response to the pandemic's impact on its business model, a training and learning nonprofit organization aimed to bolster innovation, diversify revenue streams, and fortify readiness for future disruptions. Collaborating with **Bâton Global (B|G)**, the organization embarked on a transformative journey to spark creative thinking among stakeholders and devise strategies for sustainable growth.

B|G began with an in-depth review that analyzed internal strategies and plans. Conducting interviews with the executive director was also enlightening. This groundwork laid the foundation for a comprehensive digital survey, aligning board perspectives on strengths, weaknesses, opportunities, threats, and market trends, serving as a precursor to the strategic ideation session.

B|G facilitated a creative atmosphere through its dynamic virtual workshop, encouraging the board members to "Think Big" and brainstorm strategic initiatives in focused sub-teams.

Breakout sessions spurred innovative discussions, allowing for idea refinement, prioritization, and integration into a detailed report that provided actionable guidance for the future. The outcomes of this collective brainstorming became the cornerstone of the organization's three-year strategic plan. This robust plan not only equipped the leadership team with actionable insights but also established a keen understanding of the evolving challenges and opportunities in the organization's internal and external landscapes. This transformative process fostered innovative thinking but also laid the groundwork for an adaptive and resilient strategic roadmap, positioning the organization to navigate uncertainties and thrive in an ever-evolving environment.

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