



UNLEASHING CREATIVITY: REVIVING A LEARNING NON-PROFIT



INTRODUCTION

A training and learning nonprofit organization that promotes safe workplaces and communities was challenged by the pandemic's disruptive impacts on unleashing the creative potential of key stakeholders. A transformational journey was needed to encourage growth.



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 faced a dual challenge. First, it needed to respond to the pandemic's impact by identifying growth opportunities and diversifying revenue streams. Second, it aimed to empower key stakeholders to tap into their creative potential and drive innovation in a changing environment.



THE CHOICE

By choosing to work with **B|G**, the organization made a strategic decision to unlock its creative potential and adapt to a dynamic environment. This choice led to actionable direction from the board, heightened awareness of opportunities and challenges, and the development of procedures to navigate future disruptions effectively.

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A training and learning nonprofit organization that focuses on promoting safe workplaces and communities was challenged by the pandemic's disruptive impacts on its business model. The organization sought to identify opportunities for growth, diversify its revenue streams, and prepare for future disruptions. The existing environment, however, did not fully empower key stakeholders to leverage their creative potential.

In response to these challenges, **Bâton Global (B|G)** collaborated with the organization's board of directors to craft a bold and inspiring strategy for the future. This approach included supporting ideation, drafting, vetting, and prioritizing high-level initiatives and goals that would serve as the foundation for a three-year strategic plan.

B|G continued by reviewing relevant background material including existing strategies, plans, and relevant data to better understand the environment. An in-depth interview with the organization's executive director also provided a deeper understanding of the key topics and issues facing the organization. To gather further insights, **B|G** created a digital survey that was distributed to the organization's board of directors. The survey covered various aspects including strengths, weaknesses, opportunities, threats, market trends, and desired engagement outcomes. These insights laid the

foundation for the upcoming ideation session.

B|G facilitated a virtual strategic planning ideation workshop with the board of directors, which aimed to create conditions that fostered creativity and innovation. Through sub-teams and breakout sessions, the ideation workshop served as a critical foundation for shaping the organization's three-year strategic plan.

The collaboration with **B|G** yielded transformative results. The leadership team received actionable direction from the board for strategic projects, activities, and priorities. Through the strategic planning process, the organization also gained a heightened awareness of the challenges and opportunities in its current and future environment. This awareness enabled the organization to build procedures for monitoring and modifying strategies based on changes in the internal or external environment.





This work shed light on the significance of fostering creativity and innovation within an organization when faced with disruption. Through collaborative efforts and a structured ideation process, the nonprofit organization not only revitalized its strategic direction but also embraced a proactive approach to navigating the uncertainties of the future.

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