

## Helping leaders & teams navigate critical junctures by leveraging & operationalizing their unique brand of significance.



**Kristin Evenson**

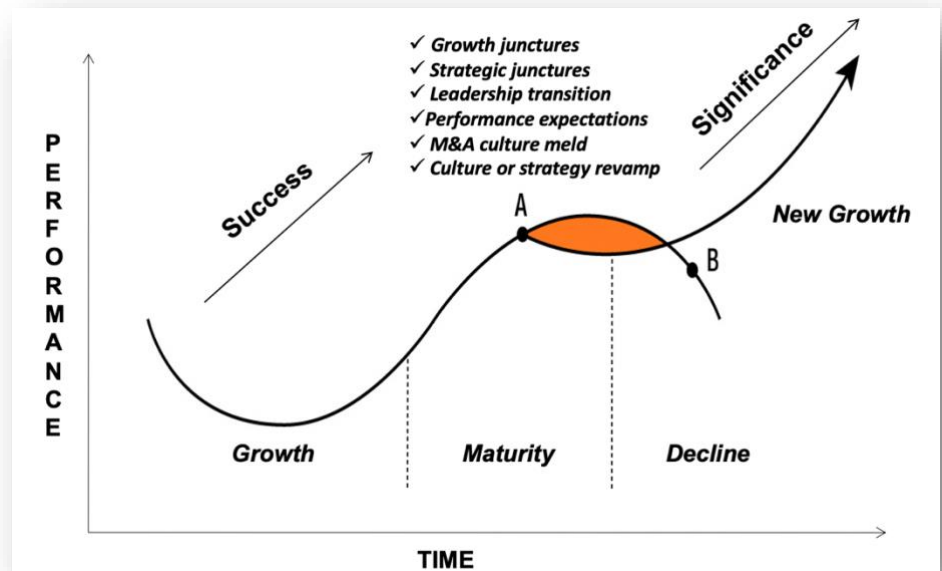
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Change is unnerving. Ambiguity, pressure and lack of clarity contribute to conflict, anxiety and panic in both individuals and teams. The brain is wired to retreat into threat mode ("freeze, fight or flight!"), which short-circuits our ability to think creatively.

But change and transition also provide important opportunities to step back, reflect and recalibrate. Whether individually or as teams, we can reconnect here with passion and purpose, mission and meaning, and recognize new ideas and inspiration.










### **CUSTOMIZED STRATEGIES FOR THE SPECIFICS OF YOUR STRATEGIC JUNCTURE, INCLUDING:**

- "The Brain & Change" presentations & workshops
- Stakeholder audits
- Strategy workshops
- Leadership and board retreats
- Branding - Culture, Organizational WHY, Change initiatives & goals
- Operationalizing the WHY
- Customer personas & journey mapping sessions

### **About Kristin Evenson:**

Throughout her career, Kristin has collaborated with industry-leading companies across a variety of industries-- including Nordstrom, Holiday Inn Express, Timex, Ameritech and Purina--to clarify, communicate and deliver their unique brand of business advantage. Trained in the neuroscience of change, her passion is helping leaders navigate transition with practical tools and processes for moving beyond our limiting mental maps and making these junctures transformative times. Kristin's work has resulted in multiple effectiveness and impact awards for her clients.

## Client Examples & Outcomes

ORGANIZATION	STRATEGIC JUNCTURE	APPROACH	OUTCOME
 <b>FUELING NEXT-GENERATION GROWTH</b>	Business and cultural advantage appeared to be tired and fleeting	<ul style="list-style-type: none"> <li>- Stakeholder audit</li> <li>- Culture brand - "Significant Contribution"</li> <li>- Operationalizing impact                             <ul style="list-style-type: none"> <li>- Innovation Incubator</li> <li>- Skills-based volunteerism</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Employee retention, enhanced thought-leadership, streamlined org structure</li> <li>- "Fast 50" Award</li> <li>- "People &amp; Workplace Award"</li> </ul>
 <b>FUELING NEXT-GENERATION GROWTH</b>	Growth would require greater clarity & focused communication	<ul style="list-style-type: none"> <li>- Business case &amp; culture audit</li> <li>- Culture/Service brand definition - "Family as Business Model"</li> <li>- Operational brand strategies</li> </ul>	<ul style="list-style-type: none"> <li>- Operational strategies</li> <li>- Internal &amp; external communication strategies</li> <li>- Performance strategies &amp; metrics</li> </ul>
 <b>A CHALLENGED BUSINESS MODEL</b>	Strategic plan for sustaining mission in increasingly competitive & commoditized environment	<ul style="list-style-type: none"> <li>- Stakeholder audit</li> <li>- Culture brand - "Spiritual Mentoring &amp; Companionship"</li> <li>- Departmental strategy workshops</li> </ul>	<ul style="list-style-type: none"> <li>- Organizational alignment</li> <li>- Creative pathways</li> <li>- Distinctive business/brand strategy</li> <li>- KPIs for performance &amp; sustainability tracking</li> </ul>
 <b>PIVOTAL GROWTH JUNCTURE</b>	Growth opportunity seemed at odds with the mission & ministry	<ul style="list-style-type: none"> <li>- Board/Staff strategy workshop</li> <li>- Problem/solution teams</li> </ul>	<ul style="list-style-type: none"> <li>- Reframed strategy * paradigm shift</li> <li>- Clarified leadership needs</li> <li>- New season of vitality &amp; impact</li> </ul>
 <b>PENDING LEADERSHIP TRANSITION</b>	Root the organization in mission & values as anchor for leadership change	<ul style="list-style-type: none"> <li>- Stakeholder audit</li> <li>- Culture brand &amp; core values</li> <li>- Workshops to empower middle managers</li> <li>- Operational DNA strategies to unite &amp; fuel business ongoing</li> </ul>	<ul style="list-style-type: none"> <li>- Both what and how of the business became driving force</li> <li>- Leaders engaged, empowered at new level</li> <li>- Next-generation ownership/leadership model</li> </ul>
 <b>REVAMPED BUSINESS MODEL?</b>	Reframe membership & marketing for greater capacity, outreach, impact	<ul style="list-style-type: none"> <li>- Stakeholder audit - insights/implications report</li> <li>- Strategy workshop</li> <li>- Advocate/donor personas &amp; journey mapping</li> <li>- Relationship, outreach &amp; content strategies</li> </ul>	<ul style="list-style-type: none"> <li>- Revamped membership &amp; fundraising model</li> <li>- Redefined marketing mix</li> <li>- New focus on strategic partnerships &amp; resource distribution</li> </ul>
 <b>DEPARTMENT HAD LOST ITS WAY</b>	Facilitate a renewed sense of mission, distinctiveness & vitality	<ul style="list-style-type: none"> <li>- Brain &amp; Change workshop</li> <li>- Departmental journey mapping</li> <li>- Stakeholder audit</li> <li>- Market opps vis a vis dept. capabilities</li> </ul>	<ul style="list-style-type: none"> <li>- Clarified departmental mission &amp; purpose</li> <li>- Alignment on team operating strategies for new chapter of influence &amp; impact</li> </ul>