

Charity Consultancy & Business Training

From a few hours of value-added advice to a series of days, our interventions will help you and your organisation make sense of your situation and implement solution-based strategies.

Consultancy, training and freelance work could be in one or more of the following areas:

IDENTITY & BRAND

How do you define the heart of your organisational identity - could you do it in one word or a memorable sentence? Do you and your staff team live out your vision, mission and values, internally and externally - or have they gone to 'brand guidelines' heaven and been left on a dusty shelf? We can help you think through how to bring out the best of your identity by drawing on your history, current activity and values - creating a new level of coherence and confidence amongst staff, volunteers and supporters.

VISION STRATEGY TACTICS

Is your organisation in balance - not just financially, but in the pace and rhythms you work to throughout the year? Is there a sense of 'we know where we're going and how we're going to get there'? Or is there too much blue sky thinking and not enough 'this is what we need to do today'? We can help your Vision, Strategy and Tactics to have an integrated place at the planning table, so that everything you do 'makes sense' and delivers a high level of performance and a sense of flow across the organisation.

COMMUNICATION & ENGAGEMENT STRATEGIES

What are you communicating? Are you informing, educating, inspiring, shaping, campaigning, asking? Do you know who is reading, listening, connecting, giving? How are you asking - and what are you asking people for, or to do? Is it consistent? We can help define public engagement strategies to strengthen brand identity and increase supporter reach and response - ensuring integration across the organisation, particularly with fundraising teams.

DEMONSTRATING IMPACT

Are you able to demonstrate the distinctive contribution your organisation makes to 'bringing about what is good'? Do you build in monitoring and evaluation tools to your programmes that cohere with communication strategies to supporters? Are you up-to-date with how your priorities fit with the Sustainable Development Goals? What evidence of outcomes for UK engagement is the public demanding in order to raise their confidence in you and the wider sector? Demonstrating qualitative and quantitative impact is not easy - but it is worth the effort. We'll help you identify your strengths, 'impact gaps', and how to lift your stories of hope to the surface so more people can hear and respond.

FUNDING MODELS

If your organisation was a car what type of engine is under the bonnet? Is the size fit for purpose for the chassis and load? How often do you have a pit-stop to check the balance of the P&L system, or perform diagnostics on the different income streams that have built up over the years? We can strip back your accounts and uncover the layers of unrestricted, designated and restricted complexity - helping make sense of organisational performance and where remedial attention might be required. We can then work with you to fine-tune, or create, a funding model designed for organisational sustainability and growth to enable you to go the distance - at least for the next five laps.

PROPOSITION CREATION

All your external propositions should grow coherently out of your identity, be rooted in your funding model and able to demonstrate ongoing tangible impact. However, it's likely that you will have a range of opportunities for supporters that have grown organically and sometimes sporadically over the years. Perhaps there is a lack of coherence, focus, distinctiveness, reach, ROI and supporter engagement. If so, how can you stand out from the crowd? With experience across all major segments and audiences we can help bring clarity and coherence to existing propositions as well as create a completely new range to increase income, influence and income for the longer term.

TEAM DEVELOPMENT

Do you have a great team or are there issues of fit or relationships that just don't seem to work no matter how hard you try? With everyone focused on 'their own thing' how do you discourage a silo mentality and help colleagues to discover instead the power of working collaboratively? Whatever your situation we can work with you to perform a simple team 'health check'. We can then assess what strategies you'll need to employ to build a team that is flourishing, resilient and delivering the actions and organisational impact that you require.

STRENGTHS-BASED LEADERSHIP

What type of leader are you - Laissez-Faire, Autocratic, Participative, Transactional or Transformational? There are many other words people have tried to use. Have you read all the books but still feel you're not operating at your best - that you don't feel able to be 'you'? Using personal experience of leading diverse teams, and drawing on Gallup's Strengths-Based Leadership model, we can walk alongside as you start to lead through your strengths - and become a leader who 'builds trust, shows compassion, provides stability and creates hope'.

THE ORGANISATIONAL BARD

TELLING THE STORY FROM THE INSIDE OUT

Rudyard Kipling said, "If history were taught in the form of stories, it would never be forgotten". Perhaps the same could be said for the way we tell the stories of the charities or businesses we lead. Storytelling is deeply ingrained in our cultures and forms the very building blocks of how we function, relate, understand and especially remember. With a particular focus on children's literature and storytelling we help you discover how to become 'bards' within your organisations - telling the story from the inside out. Are you sitting comfortably... then we'll begin!

"Martin is an extremely professional and friendly person. He has vast and detailed knowledge within the sector on strategy, brand development and successful communication channels. At CHASE2015, he was invited to deliver a session on 'Living Your Identity...' to our charity delegates. In Martin's usual style he went a stage further, making the session interactive and provided a truly inspirational delivery, which received great delegate feedback. I would recommend Martin to anyone in need of strategy, brand or communication advice."

— Michelle Moran, Business Development Manager, Conference House and Not For Profit Business Services

For more information regarding consultancy, training, freelance work or speaking please fill in the contact form at:

www.makingsense.life/consultancy



Martin Thomas, Director

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