The Value Proposition of Being Bold
4 Reasons to Make a Big Ask of Your Board

Shock the system: A bold ask catapults the conversation to crisis level much quicker than an incremental approach.

Ditch the polished deck: These are unprecedented times. It’s not “business as usual” and your ask shouldn’t be either.

Reduce decision fatigue: The Board will need time to prepare and recover from each decision. It’s a long path forward.

Conserve energy + creativity: Staff resources are better invested in response efforts, not internal pitches.