

Sangfroid

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Strategy



**Transforming Complex  
Challenges Into  
Measurable Impact**



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# Meet Sangfroid Strategy

At Sangfroid Strategy, we partner with organizations committed to addressing the world's most complex social issues.

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## Our Mission Is Simple

To help organizations make a bigger difference, one step at a time. We specialize in creating tailored, data-driven strategies that transform challenges into practical solutions and pathways that lead to better, measurable outcomes.



### LEARN

Leveraging our deep expertise in data (stories + numbers), assessments, dashboards, evaluations, and more, we help you gain a clearer understanding of your organization and the communities you serve to drive informed, strategic decisions.



### CREATE

Together, we'll turn your vision into reality by charting a clear path forward and creating an actionable roadmap that ensures effective implementation and lasting impact.



### OPTIMIZE

People are the drivers of great organizations. We will work with you to build and optimize the systems, processes, and tools your people need to create momentum and sustain progress toward your goals, ensuring long-term success.

## Our Values



### We Deliver Work We Are Proud Of

We put in the extra time needed to achieve great things, think through problems before they arise, and take great pride in our work.



### We Are Dependable

When our work gets hard, and it often does, you can depend on us to dig deeper and stick with you until we find the best path forward.



### We Are Insatiably Curious

We are constantly asking questions and seeking new ideas. We are interested in finding the best processes and solutions to complex problems.



### We Are Rooted in Consideration

We lead with compassion, respect, and honesty, and intentionally practice gratitude.

# Racial Equality and Equitable Evaluation in Practice

Our team believes Black and Brown families deserve the fundamental resources and opportunities needed for a high quality of life, and we recognize that historic and current systemic oppression and resource deprivation has contributed to deep inequities in Black

and Brown lives and communities. 100% of our work revolves around making programs, processes, systems, and opportunities more equitable. We do this by integrating practices that promote equity in everything we do.

In our work supporting organizations, we draw on the work of the **Equitable Evaluation Initiative and principles of the Racial Equity Institute** by:

1. Ensuring the approach to our work advances equity
2. Centering the voices of those most proximate to the issue in engagement, implementation, and sensemaking
3. Contextualizing our work within historic and current systemic drivers of inequity
4. Ensuring key findings from research, engagement, and evaluation are multi-culturally valid

## Our Core Process

Data-Driven Strategy to Increase Social Impact

### ● Evaluate & Refine

- Continuous improvement infrastructure
- Ongoing monitoring and assessment
- Real-time dashboarding of progress toward goals
- Evaluation of what's working/what's not
- Reflection, refinement, and identifying of continuous improvement

### ◆ Listen & Understand

- Stakeholder engagement
- Data analysis
- Organizational assessments
- Staff engagement
- Industry research
- Sensemaking
- Problem/solution identification

### ● Build & Implement

- Tangible, actionable, and implementable
- Continuous improvement cadence
- Processes, systems, materials, and infrastructure building
- Benchmarking
- Scenario planning

### ● Define & Create

- Core purpose and core focus definition
- Strategy development
- Planning
- Decision making
- Identifying variables





## MissionFocus

### Unlock Your Organization's Potential to Maximize Impact.

Our experienced team will work closely with your leadership, staff, and stakeholders to ensure your plan is aligned with your mission, vision, and values. Whether you're a large organization seeking to refine your strategic direction or a smaller nonprofit facing complex growth opportunities, we'll partner with you to create a roadmap for success.

**MissionFocus** empowers your organization to:

- Achieve strategic clarity
- Enhance alignment and collaboration
- Ensure data-driven decisions
- Increase organizational effectiveness
- Increase impact and sustainability

### Our 3-Phase Process

- **PHASE 1:** In-depth Current State Assessment & Stakeholder Engagement
- **PHASE 2:** Plan Development
- **PHASE 3:** Finalization and Delivery

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### 1 MissionFocus 6

Ideal for nonprofits with annual revenues under \$750,000, this collaborative, streamlined process delivers a comprehensive strategic plan in just 6-8 weeks.

### 2 MissionFocus Custom: Strategic Planning

For larger organizations or those with unique needs, we offer customized strategic planning engagements tailored to your specific requirements.

▶ Nonprofits with strategic plans are 22% more likely to achieve their organizational goals than those without.

(Bridgespan Group)





# MissionTraction

## Implementation Consulting

### **Transform Your Strategic Vision Into Reality.**

A well-crafted strategic plan provides a roadmap for success, but without effective implementation, even the most brilliant strategies can falter.

**Our implementation consulting services empower your team to:**

- Gain clarity on roles and responsibilities
- Develop action plans with clear milestones
- Track progress and measure impact
- Adapt to change and overcome obstacles
- Achieve sustainable results





## MissionAlignment

### Board Retreats

#### **Unite Your Board. Sharpen Your Focus.**

Our customized MissionAlignment Board Retreats are designed to equip your board with the strategic clarity and focus needed to drive your mission forward.

#### **Retreats will help your organization:**

- Support strategic plan implementation
- Optimize structure and operations
- Improve board functionality
- Address specific issues



## MissionTraction

### Leadership Retreats

#### **Unite Your Team. Achieve Your Goals.**

A high-performing team is built on a foundation of shared understanding and clear priorities.

#### **Our interactive, in-person MissionTraction Retreat brings your team together to:**

- Align priorities for the next 6-12 months
- Enhance collaboration
- Break down goals
- Create actionable plans
- Clarify roles



#### **Why It Matters**

Nonprofits that invest in implementation report a \$3-\$5 return on every dollar spent through increased efficiency and outcomes.

(Guidestar)



# MissionInsight

## Evaluation

### **Understand Impact. Build Capacity. Elevate Performance.**

Evaluation is essential for organizations seeking to make informed decisions, optimize programs, and drive lasting impact. Our evaluation services not only measure performance but also empower organizations with the knowledge and tools they need to continuously improve and adapt.

#### **Program Evaluation**

Evaluate the effectiveness of your programs, identify areas for improvement, and measure your impact on the community.

#### **Organizational and Workplace Assessments**

Utilize frameworks like the Performance Imperative to assess your organization's effectiveness and identify areas for strategic focus.

#### **Evaluation Capacity Building**

Develop key success indicators, identify metrics and data sources, and build internal technological capacity to measure impact and make data-driven decisions.

#### **Industry, Landscape, and Market Assessments**

Gain a comprehensive understanding of your sector, including trends, financial health, compensation, resource allocation, and demographics.







# MissionElevate

Strategic Advising, Training, and Coaching

## Reach New Heights in Nonprofit Leadership.

Our **MissionElevate** Strategic Advising and Coaching services provide personalized support and guidance to help you navigate complexities, optimize performance, and achieve lasting impact.

### Look to us for:

- 1:1 executive coaching
- Senior leadership team advising and coaching
- Team development (workshops, training, etc.)
- Facilitation and communication skillbuilding
- Improve interpersonal team dynamics
- Increase meeting effectiveness





# MissionMultiplier

## Unlocking Your AI Thought Partner

### **Integrate generative AI into your day-to-day workflow.**

Generative AI tools offer immense potential to streamline tasks, enhance communication, and inform decision-making.

Our custom workshop offers a unique opportunity to gain a deep understanding of ChatGPT and its applications within your specific leadership context.

Through a problem-based approach and personalized guidance, you will work directly with an executive to learn how to:

- Harness AI for everyday efficiency
- Customize AI to your needs
- Enhance decision-making
- Lead in the age of AI

### **Coaching Curriculum**

This coaching curriculum is structured as a series of 10 1-hour focused workshops, each designed to build upon the previous one and provide you with practical, applicable skills.



▶ The age of AI is here.  
Use it to work smarter!





# Contact Us

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Ready to Maximize Your Impact? **Let's Partner Today**

Visit us at [sangfroidstrategy.com/contact-us](https://sangfroidstrategy.com/contact-us) to schedule a meeting.