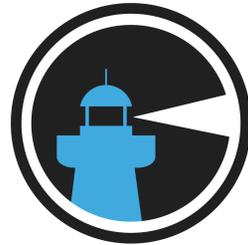


INSIGHTS FOR DEEPER IMPACT & SUSTAINABILITY



EPIC Mission
Guiding the heroes of change.

www.YourEPICMission.com

TODAY'S AGENDA

- The power of focus
- The need for clarity
- The genius of simplicity
- Empathy as a secret weapon
- Demystify failure
- Mission basic building blocks
- Scaling your mission
- Fundamental components of an action plan



EXPECTATIONS

"Our environment, the world in which we live and work, is a mirror of our attitudes and expectations."

- **Earl Nightingale**

- New perspectives
- New concepts & methodologies
- Challenge the status quo
- Will not solve your funding needs today
- New insights for a smoother journey
- Open to thinking differently



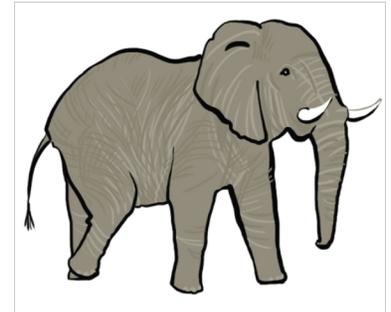
EATING THE ELEPHANT

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

- Margaret Mead

Typical nonprofit story:

- I have an idea/ God called me
- Change the world of ...
- 30 problems, 30 solutions
- Huge heart & willing spirit
- Completely under resourced
- **Learn to take a bite**



INFORMATION OVERLOAD

"A wealth of information creates a poverty of attention."

- Herbert Simon

- **Chik-fil-A example**
- Your elevator pitch: how many floors?
- Lessened human attention span
- Continuous partial attention
- General overwhelm, confusion
- Confusion = fear
- Fear = fight, flight or freeze response



THE POWER OF FOCUS

"Focus is a divine empowering to neutralize what God does not want you to notice."

- **Mike Murdock**

- **The Bucket Analogy**
- Upon what are you focused?
- Greater focus amplifies impact
- Focus improves measurability
- Better metrics = better reporting
- Great reporting = happy donors
- What you measure will improve
- Don't be a Jack-of-All-Trades

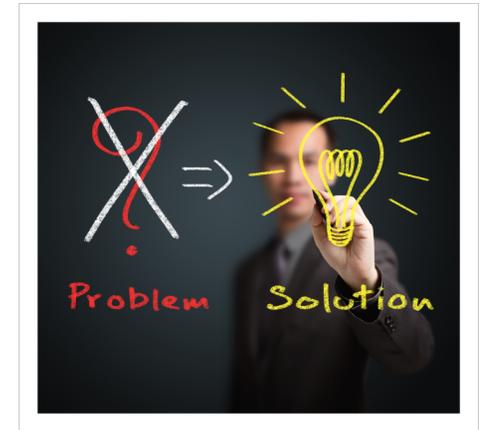


THE IMPETUS FOR GIVING

"If you want to lift yourself up, lift up someone else."

- **Booker T. Washington**

- People give because you **SOLVE** a need, not because you **HAVE** a need.
- What specific problem/ need are you solving?
- Be focused, clear and keep it simple.
- **Facebook Ex.: Help! We are running low on supplies!!!! PLEASE GIVE NOW!!!!!!!!!!!!!!**



MISSION BUILDING BLOCKS

"Every successful organization, for-profit or nonprofit, is focused on relieving some form of human suffering, large or small."

- Jeremy Turner

- **P + M + S + \$ = Building Blocks**
- What problem are you solving?
- For whom are you solving it?
 - Customers
 - Users
- What is the solution you are offering?
- How will you generate revenue?
- Are you making costly assumptions?

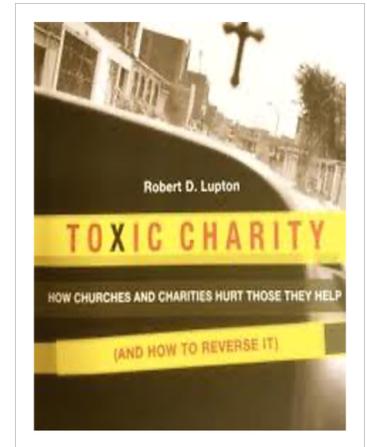


VALIDATING ASSUMPTIONS

"When we listen, we hear someone into existence."

- Laurie Buchanan, PhD

- **Toxic Charity scenario**
- **Medical treatment example**
- Treating problem or symptom?
- Are you solving for them or yourself?
- Have you asked what they want, need?
- How do you know you're truly helping?
- Untested critical assumptions could prove painful



ENGAGEMENT THROUGH EMPATHY

Empathy is the ability to recognize emotions & to share perspectives with other people, & it helps to build trust & strengthen relationships.

Three stages of empathy:

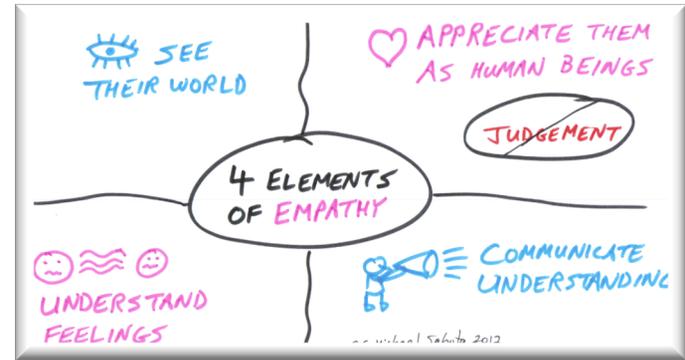
- Cognitive empathy is being aware of the emotional state of another person.
- Emotional empathy is engaging with and sharing those emotions.
- Compassionate empathy involves taking action to support other people. (**Applied Empathy**)

EMPATHY, NOT SYMPATHY

"You can only understand people if you feel them in yourself."

- John Steinbeck

- Brené Brown [video](#)
- We fear what we don't understand
- Empathy fuels connection
- Connection leads to understanding
- Understanding = actionable insights
- Insight leads to innovative solutions
- Solutions = value = revenue
- Empathy = revenue

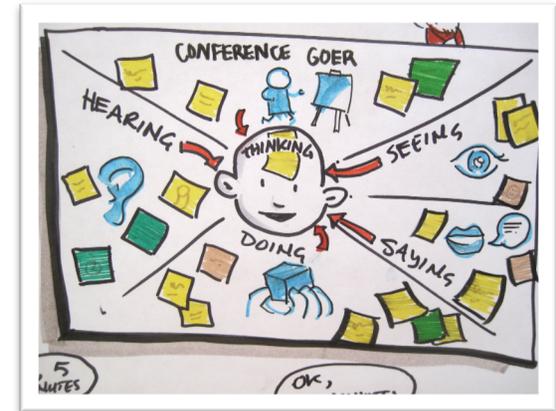


EMPATHY MAPPING

"The great gift of human beings is that we have the power of empathy, we can all sense a mysterious connection to each other."

- Meryl Streep

- Innovation & E-Ship best practice
- For those you seek to serve:
 - Think, Feel, See, Hear, Say & Do
 - Pains & Gain
 - Tasks/ goals to be accomplished
- Test each assumption above

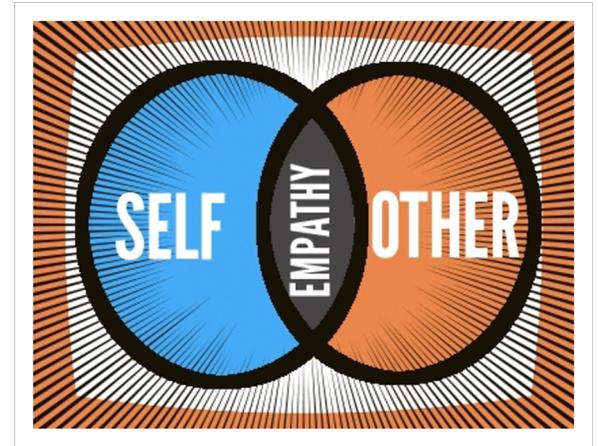


PRACTICING & GAINING EMPATHY

"Empathy grows as we learn."

- Alice Miller

- Ideal customer/ client/ patient/ end user
- Empathy interview
 - Tell me about the last time...
 - Tell me more about that.
 - What I think I heard you say...
 - How are you dealing with that now?
- Direct observation
- Survey
- Independent research
- Historical review

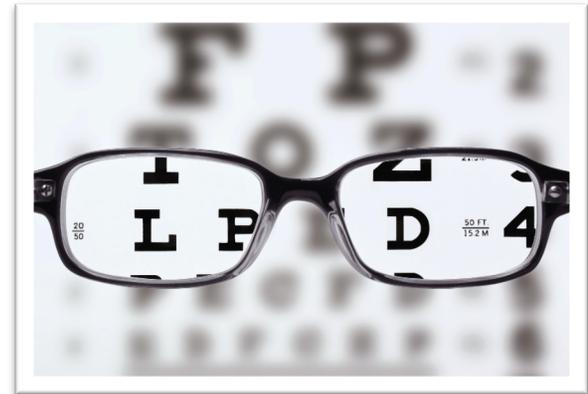


THE NEED FOR CLARITY

"It's a lack of clarity that creates chaos and frustration. These emotions are poison to any living goal."

- Steve Maraboli

- **My 5th Grade Eye Exam**
- How clear is your mission to you?
Your team? Stakeholders?
- Entire sector versus single facet
- Are you in your lane?
- 5 W's & the H



SCALING UP: BE GOOD AT BEING SMALL

"... if you have faith like a grain of mustard seed, you will say to your mountain, "MOVE!" and it will move, and nothing will be impossible for you."

-Matthew 17:20

- Never confuse the beginning & end
- Deeper? Wider? More?
- Expansion requires:
 - Increased efficiency (financial, operational)
 - Increased revenue (earned, contributed)
 - Planning (operations, fund development, etc.)
- Beware Mission Drift
- Beware Grow-Grow-Gone (E-Myth)

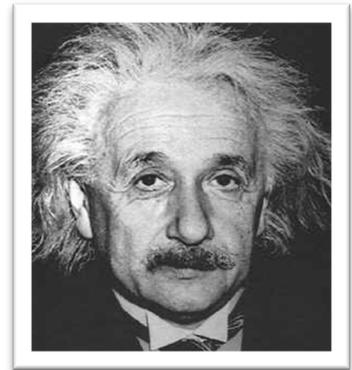


THE GENIUS OF SIMPLICITY

"The definition of genius is taking the complex and making it simple."

- Albert Einstein

- If it were easy, someone else would have done it already.
- Simple doesn't mean less impactful.
- Do you understand the core elements of your organization?
- How simply can you explain your desired impact?
- How simply can you explain how you seek to make an impact?



PLANNING FOR IMPACT

"Good fortune is what happens when opportunity meets planning."

- **Thomas Edison**

- Biz Model = Organizational DNA
- Every organization has a biz model
- Strategy (model), Action (plan)
- Model informs the Plan
- Many types of Plans (*Funding, Strategic, etc.*)
- Plans versus reality
- Using a canvas

Lean Business Model Canvas

Model Name:

Problem Top 3 problems	Solution Top 3 features	Unique Value Proposition Single, clear, compelling message that states why are you are different and worth buying	Unfair Advantage Can't be easily copied or bought	Customer Segments Target customers
	Key Metrics Key activities you measure		Channels Paths to customers	
Cost Structure Customer acquisition costs Distribution costs Hosting People, etc		Revenue Streams Revenue model Lifetime value Revenue Gross margin		

MISSION ROADMAP

"For I know the plans I have for you, plans to prosper you and not to harm you, plans to give you hope and a future."

- **Jeremiah 29:11**

- Informed by your model
- Mission, Vision, Values
- Funding
- Marketing
- Organizational SMART goals
- Action plan
- Ability to pivot or iterate
- A journey, not a destination
- Failure is part of the journey



DEMYSTIFYING FAILURE

"If, as Christians, our identity comes from alignment with the knowledge of who God is and what He has done, why then are we worried that our value will decrease if we fail?"

- **Jeremy Turner**

- Failure **is** an option
- Failure is temporary, just like success
- Failure is an act, not a person
- Fail fast to learn quickly
- Fail often to learn a lot
- Fail cheaply to learn inexpensively
- Fail forward to make a difference



IN SUMMARY

"Be strong and courageous. Do not be afraid or terrified because of them, for the Lord your God goes with you; He will never leave you or forsake you."

- **Deuteronomy 31:6**

- Doing good requires doing well
- Empathy is a secret weapon
- Know the basics, keep it simple
- Be small first, build from there
- Stay focused, validate assumptions
- Planning isn't a luxury
- **You are not alone! Help is available.**
- **Together, #WeAreTheChange**



EPIC ASSISTANCE AVAILABLE

- 1. FREE 1-Hour Strategy Session:**
60-minute Zoom meeting
- 2. Pay-What-You-Can Model:**
The help you need, within your budget

MORE DETAILS COMING SOON.



QUESTIONS?

