

GUIDED BY THE STARS

OUR '10 YEAR' STRATEGY



THE LASTING DIFFERENCE

Sustaining nonprofit organisations, leaders & impact

Who we are

We are the creative management consultancy sustaining charities, their leaders and impact.



Where we've been

Benefiting 150+ clients and partners since 2013

Scotland 50%

UK 20%

Regional 30%



<£1m 60%

£1-10m 20%

£10m+ 20%



Our typical year generates valuable new learning with

20 publications

40 clients

100+ events

1000+ charities



Established products and trademarks inspire action and transform thinking on the toughest issues



Charity sustainability Toolkit
e-learning
Unique guides on:

- Managing capacity
- Sustainable impact
- Systems leadership

The Lasting Difference symbol



LASTING LEADERSHIP

Sustainable leadership
e-learning
Sustainable governance
Inspiring guides on:

- Lateral leadership
- Succession, knowledge management
- Energy, focus, self-care
- Equalities

The bestselling book



Calm, engaging, creative events for boards, leaders and teams.

Where we are

We're always busy, with more demand than we can deliver. We can't help everyone (and we're not right for everyone). So our strategy since 2019 has been to:

- Deliver more large-scale programmes, selecting very few one-off projects
- Develop and share resources generously to equip people to help themselves
- Prioritise proposals and partners that:



- Aim to change the world, not just talk about it
- Challenge us and ourselves to think and act in new ways
- Understand themselves as part of a wider ecosystem
- Plan ahead and treat our shared work as the privilege it is.

These things matter greatly to us:

- Using our precious time on this earth well.
- Doing our most expressive, impactful work by doing the things no-one asked us to.
- Reducing demand for our services by developing others' capacity.



So this strategy is also an exit strategy of sorts.



Where we're going

Early 2023 brings a clear, single-minded focus on:

- Inviting more people onto our special Lasting Difference programmes and workshops.
- Only those charities and contracts that relate to our core concepts, ideas and resources.
- Partnership programmes that use our knowledge and learning to improve sector capacity.

November 2023 is our 10-year anniversary – a good time for our current business model to end. By then we aim to have created

a comprehensive suite of services and resources
that equips non-profit organisations
to sustain themselves, their leaders and their impact.

How we'll get there

Each of us will go our own way in Nov 2023 but our work, website and resources will continue. Although we take different paths towards our vision for the future, our shared goals will remain:

Creating inspiring resources and supporting them to be used as fully as possible.

Building the capacity of non-profit organisations and leaders to sustain their impact – and ours.

Making a lasting difference by focusing our time and energy on the sector and people we love.

www.thelastingdifference.com

