



# THE LASTING DIFFERENCE

Sustaining nonprofit organisations, leaders & impact

## SPRING 2021 MASTERCLASSES

New courses, new content.  
Vital as ever.

### Background

Our core Lasting Difference workshops are back, with three standalone online masterclasses – and a special new introduction to Managing Capacity.

- Clear content delivery backed up with comprehensive extra resources: slides, handouts & full masterclass notes.
- Interactive workshops, active learning – work on your own challenges and goals.
- Peer sharing and support with breakout spaces for small group activity, supported by members of the Lasting Difference team.

### Outcomes

Enthusiastic feedback from our popular 2020 courses (updated for Covid-19) shows they achieve these core learning outcomes successfully:

- Increased ability to sustain learning and innovation from the pandemic.
- Improved understanding of how to sustain work and/or its impact, using the five sustainability capabilities.
- Improved readiness for transitioning from survival to sustainability, with clearly identified exit strategies.

### Dates and content

#### Understanding sustainability in a recovering world – paradoxes, principles and practices

Thursday 6<sup>th</sup> May 10am–12.45pm

[Book here](#)

Understand the principles and develop the practices you need to survive – and sustain your work – in a post-crisis world. Use your learning from the current crisis and recent years to identify what to sustain.

*'Great session – feeling very inspired.' 'Brilliant. Well worth the time!' 'Fantastic.'*

#### Developing the five capabilities

Thursday 20<sup>th</sup> May 10am–12.45pm

[Book here](#)

Develop and apply the five capabilities of sustainable organisations, brought to life with practical examples and learning among supportive peers (Involvement, Income generation, Innovation, Improvement, Impact measurement).

*'These sessions are so incredibly useful at the moment!'*

*'The toolkit is more relevant than ever now and I understand it much better than before.'*

#### Following the exit signs: Exit strategies and sustainable impact

Thursday 3<sup>rd</sup> June 10am–12.45pm

[Book here](#)

Introducing and exploring the six possible exit strategies for any stage in a project or organisational lifecycle. Identify and plan for the most appropriate strategy for transitioning from survival to sustainability.

*'Very helpful and enlightening!' 'Really enjoyed all three sessions – incredibly useful.'*  
*'Such a great experience.'*

## Managing capacity: What to do when there's no more you can do

Thursday 13<sup>th</sup> May 10am–12.45pm

[Book here](#)

Capacity is the fundamental sustainability challenge: matching resources to demand. This masterclass demystifies it and presents proven strategies for taming it. Showcasing our new capacity guide, this new workshop explores what capacity is and how to measure, manage and make more of it.

Pilot course: free for Lasting Difference subscribers ([sign up to our newsletter here](#)).

### Pricing

Each workshop is £60+Vat per person, with a range of special rates to help the sector in recovery:

- The entire programme is FREE to [Lasting Difference symbol](#) holders!
- Book all three core workshops for the price of two, just £120+Vat.
- *Managing Capacity* is free for newsletter subscribers: [sign up here](#).
- **Funders and membership organisations:** we'll arrange discounts for your members, no extra cost, no strings. Contact [graeme@wrenandgreyhound.co.uk](mailto:graeme@wrenandgreyhound.co.uk) 01506 23 95 95

### Booking and information links in full

Understanding sustainability <https://lastingdifferencemasterclass1spring.eventbrite.co.uk/>

The five capabilities <https://lastingdifferencemasterclass2spring.eventbrite.co.uk/>

Following the exit signs <https://lastingdifferencemasterclass3spring.eventbrite.co.uk/>

Managing capacity <https://managingcapacity.eventbrite.co.uk/>

### More information

The workshops are based on the popular [Lasting Difference toolkit](#). Now in its fifth edition, the toolkit is trusted by over 7000 non-profit organisations worldwide. Our single focused goal is to get this free resource to every charity, social enterprise and public body that needs it. Please share this information with anyone who could benefit!

The [Lasting Difference Symbol](#) is awarded *free of charge* to organisations working towards Lasting Difference principles.

The workshops are led by Graeme Reekie, author of [Making a Lasting Difference, sustaining non-profit organisations and their impact](#) and lead author of the Lasting Difference toolkit.

### Contact

[graeme@wrenandgreyhound.co.uk](mailto:graeme@wrenandgreyhound.co.uk)

[www.wrenandgreyhound.co.uk](http://www.wrenandgreyhound.co.uk)

01506 23 95 95

@wrengreyhound

[www.thelastingdifference.com](http://www.thelastingdifference.com)

0759 161 8351

@thelastingd