

**About Wren & Greyhound**

[Wren and Greyhound](https://www.wrenandgreyhound.co.uk/) are a mission-driven management consultancy specialising in sustaining non-profit organisations and their impact. We aim to make a lasting difference to charities, funders, social enterprises and public bodies, helping them to do the same for the people and issues they serve.

We work with people who want to change the world. We want to help them to do it. We choose clients and partners who share our goals. We believe in everyone’s potential to exercise true leadership. We embody these beliefs by committing ourselves to quality, innovation and improvement, using proven models and methods without being bound by any one approach. We share our ideas and resources generously because we believe in making a lasting difference.

Every organisation and situation is unique, so we tailor our work to suit. At the core of everything is our creativity, calmness and care. We love our jobs because they let us work with and learn from some of the best organisations around.

**About The Lasting Difference**

With funding in decline and demand on the rise, charities, social enterprises and public services are struggling for survival and long-term sustainability. In response to these challenges, Wren & Greyhound developed [The Lasting Difference](https://www.thelastingdifference.com) toolkit in 2016. The toolkit can be downloaded and shared freely, something that has contributed to its use by over 5000 organisations all around the world.

Based on the toolkit, we also run programmes of workshops which introduce the paradoxes, principles and practices of sustainable organisations. We explore the most common sustainability challenges and why they are more manageable than we might think. The five 'sustainability' capabilities are also introduced, with time for participants to explore their own real-life sustainability challenge or question, among supportive peers:

* Involvement
* Income generation
* Innovation
* Improvement
* Impact measurement

Graeme Reekie, Director of Wren & Greyhound, is also the author of 'Making a Lasting Difference', the recently-published book on the same topic available from the [Directory of Social Change.](https://www.dsc.org.uk/publication/making-a-lasting-difference/)