



Big idea turned actionable

With the big idea of becoming the best place to start a business, this development organization needed to create an environment where that outcome would occur.

Challenge:

Faced with the challenge of how to become known for something, a staged action plan was needed that would result in both organic awareness and impact.

- Establish milestones and shared definitions of success
- Projected startup and sustaining budgets
- Launch with sufficient momentum

Solution:

Understanding that the key to bringing this complex idea to life was clarity; vibrant moved forward with a plan to identify working concepts from around the country, filter them for local relevance, and combine them into a flexible yet concise plan.

- Establish focus areas, interview organizations already succeeding there
- Filter learnings through local trends and lived experience of regional experts
- Assemble action plan and distill it into audience-specific deliverables
- Provide board presentation overviewing finalized plan and next steps

Impact:

Having a clear understanding of what it would take to accomplish this goal, this organization was able to move forward with a shared understanding of the resourcing, expectations, timelines, and milestones needed to succeed.

- Understandable deliverables totaling less than 30 plain-english pages
- Descriptive /vs/ Prescriptive milestones allowing flexibility in execution
- Continuous focus on work which would have transformative outcomes