

WILL COACHING REALLY PROVIDE ENOUGH VALUE TO YOUR NONPROFIT'S MISSION?

Using athletics as a metaphor: If your goal is to shed 10 pounds or get in shape for a weekend recreation league, then a little self-discipline and determination can get you there. But if you aspire to compete at the collegiate level, go pro, or even aim for the Olympics, coaching becomes non-negotiable. Why? Because elite performance requires expert guidance, strategic insights, and accountability.

The same is true for nonprofit excellence. If you dream of transforming your organization into a powerhouse of impact—achieving bold, ambitious goals—a Next Level Nonprofit Coach has the potential to be your catalyst. They'll help you refine your strategy, develop your team, and position your nonprofit to operate at its very best.

WHAT IS THE NEXT LEVEL NONPROFIT OPERATING SYSTEM?

It is a simple, practical, and proven structure that allows you to do more good by operating at the highest levels of organizational excellence. Every time your organization improves these four essential components, you will “go to the next level.”

With each improvement, you are on your way toward building a truly remarkable team and consistently increasing your lasting impact.



OUR TOOLS

TEAM UNITY

FUNCTION & ACCOUNTABILITY OVERVIEW:

Clearly and succinctly define the major functions of each role(seat) within your organization and ensure radical accountability.

CULTURE & CAPACITY ASSESSMENT:

Regularly discern if staff members are consistently aligned with your culture, understand their seat, are passionately committed to the functions of their role, and have the necessary abilities to do their jobs with excellence.

AFFIRMATION / CHALLENGE MATRIX:

Create environments with high affirmation and high challenge. Ensure all team members have the support and autonomy they need to achieve ambitious goals.

+ COMPELLING VISION

+ RIGHT STRATEGY

NEXT LEVEL STRATEGY:

A simple two-page working strategic plan that everyone in the organization understands and is fully committed to. Answers the questions:

“Where are We Going?” (vision)

“How Do We Get There?” (strategy)

+ DISCIPLINED EXECUTION

THE WEEKLY:

The weekly leadership team meeting where teams share what’s happening, monitor progress, hold one another accountable, grow in transparency, improve team health, identify the most pressing issues, and solve them together.

THE QUARTERLY & THE YEARLY (OFF-SITES):

One full-day session every 90 days during Quarters 1-3 and two full-day sessions at the end of Quarter 4 for the Yearly. This is the balcony view of your organization for planning purposes.

PLAYBOOKS & PROCESSES:

Documenting the processes driving the most important functions within your organization and creating a playbook team members follow to ensure consistent implementation.

= Lasting Impact

OUR COACHING PROCESS

YEAR 1

"LIFTOFF"

7 SESSIONS

EACH ADDITIONAL YEAR

5 SESSIONS

1

FOUNDATIONS (Full Day)

- Increase Team Unity
- Function & Accountability Overview
- Culture & Capacity Assessment
- Create Your Scoreboard
- The Weekly

2

NEXT LEVEL STRATEGY: WHERE ARE WE GOING? (Full Day)

1 month after previous session | Increase Team Utility

- Why, What, and How
- Culture
- 10-Year Moonshot
- 3-Year Snapshot

3

NEXT LEVEL STRATEGY: HOW DO WE GET THERE? (Full Day)

1 month after previous session | Increase Team Utility

- 1-Year Plan
- Quarterly Priorities
- How We Share Our Story
- Opportunities/Next Steps

4

THE QUARTERLY (Full Day)

- Increase Team Unity
- Next Level Strategy Review
- Learnings from Previous Quarter
- Establish Next Quarterly Priorities
- Opportunities/Next Steps

5

THE QUARTERLY (Full Day)

- Increase Team Unity
- Next Level Strategy Review
- Learnings from Previous Quarter
- Establish Next Quarterly Priorities
- Opportunities/Next Steps

6-7

THE YEARLY (Two Full Days, Back to Back)

- Increase Team Unity
- Next Level Strategy Review
- Learnings from Previous Year & Quarter
- Establish Next 1-Year Plan & Quarterly Priorities
- Opportunities/Next Steps

ADDITIONAL SUPPORT THROUGHOUT THE YEAR

- NLN Coach attends the first 3 Weeklies (in-person or virtual)
- Additional coaching for CEO/ED via phone or video conference as needed, up to 5 hours per quarter.

COST

In the for-profit sector, the average market rate for the services we provide is \$50,000 annually. However, we coach nonprofits for only \$20,000* per year, because we are passionate about providing access and transforming the landscape of the nonprofit sector.

*Larger nonprofits are charged more to accommodate for increased complexities. The rate is \$25,000 for organizations with annual revenues between \$3M-\$10M, and it is \$30,000 for organizations with annual revenues exceeding \$10M.

MINIMUM ORGANIZATIONAL REQUIREMENTS

There is no nonprofit organization too large for the Next Level Nonprofit operating system. However, the minimum requirements to participate in our Coaching program are as follows:

- Annual revenue must exceed \$500,000
- Must have an Executive Leadership Team of at least three full-time staff members with clearly defined responsibilities and discernible leadership abilities. Roles should incorporate vision casting, fundraising, financial controls, and operations. Position titles might include: CEO/Executive, Director, COO, Finance Director, Program Director, Development Director, etc.

BUILD A DREAM TEAM + INCREASE LASTING IMPACT.

nextlevelnonprofit.org