



Making Organizations Work: Sustainable Strategic Planning

All organizations plan. Whether for profit or nonprofit, governmental agency or nongovernmental organization, coordinating groups of people to work together to support common interests and goals is fundamental to the functions of our society. SONRI has helped dozens of organizations, from large national companies to three people forming a nonprofit, to plan more effectively and efficiently, and to develop their organizations in such ways as to make lasting contributions to our world.

Results That Provide Return on Investment Year After Year

In recent years a national asset redevelopment firm found themselves in a dilemma: too many opportunities, not enough capacity, and no way to prioritize and focus their business development activities. This is the kind of problem many companies wish they had, yet this firm was simply spinning their wheels as they could not figure out where to most productively invest their resources. They turned to Steve Bonner, President of SONRI for help in sorting out this conundrum.

After studying the structure, history, and capabilities of the firm Steve was able to help them better understand their strengths and weaknesses in a highly competitive market place. Next Steve led the principals of the firm in exercises to set goals and priorities for their opportunities, and plan to address competitive threats. Finally he helped them build a framework for a systematic approach to business development, focusing on the most important issues and decision makers while developing the capacity to perform.

The result of this process was a significant increase in personal net worth for the partners of the firm, and successful efforts to expand their business lines, reducing the firm's vulnerability to economic downturns.

Keeping Nonprofits Whole in Tough Economic Times

“Let's write a grant” is a common reaction to economic challenges in nonprofit groups. Unfortunately, groups often “chase the money” as opposed to thinking about how that particular



grant and their mission fit together. The result is more often than not a failure for the group. SONRI's Steve Bonner helped one such group in recent years as it faced repeated financial crises in a challenging economic environment. Steve helped the Board of Directors revisit their vision for why they formed the group in the first place, and then led the group to restate their mission in terms that had a broader appeal for contributors and other funding sources. Next Steve worked with staff to develop programs in support of the mission that provided real income that could be depended upon in good times

and in bad. The result? An organization that shares a strong commitment to a common mission and message, a healthy bank balance, and is capable of providing even greater services to their community as a whole.

Helping People Think Sustainably and Ready to Help You

Whether working on massive infrastructure projects or the formation of a new citizens' group, SONRI brings the concepts of balance between economic development, environmental impact and social responsibility to everything we do. SONRI's extensive experience in government, nonprofit organizations, conservation and community planning, and private sector commercial ventures provides our clients with unique perspectives and winning skills that ensure success. SONRI is ready to support you and your partners to help you achieve your goals now and into the future. To learn more about how we can help your organization be a leader, visit www.sonricorp.com.

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