



Consulting For
A Good Cause

CASE STUDY: A NONPROFIT EXPERIENCES GROWING PAINS

The Client:



President & CEO:
Beatrice Louissaint

Website:
fmsmdc.org

Industry:
Nonprofit focused
on the growth &
development of
minority-owned
businesses and on
helping corporations
meet their supplier
diversity objectives

Employee Count:
20

About FSMSDC:

The FSMSDC was founded in 1975 for the purpose of fostering the development of minority-owned businesses throughout Southern Florida.

In 2016, the Council was given the responsibility of serving the entire state. In addition, the organization began to manage two federal contracts that grew the staff from nine people to twenty.

The FSMSDC partnered with **Consulting For a Good Cause** to identify essential operational gaps that had come to light as a result of serving the entire state and providing new programs and services. The pace of integration and growth created challenges to operating efficiency within the organization, and it was further complicated by the current global crisis (COVID-19).

The team of Lori Smith, Dave Saliaris & Rachelle Stone from Consulting For a Good Cause showed an excellent depth of business acumen and experience to help us identify gaps in the Council we were sometimes too close to see. They've provided us with real, actionable, quick wins we can immediately implement, as well as long-term strategic solutions to help the Council grow to its next level of maturity.

- **Beatrice Louissaint, CEO & President**



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Is “What Got You Here” Sufficient to Take You to the Next level of Growth?

Case Study:

The onset of a global pandemic just prior to the beginning of this project created a unique opportunity for both us as Consultants and the Council. Utilizing the Organizational Power Field as a measurement tool against the Council’s ability to respond to the pressures of COVID-19 revealed both powerful strengths and unearthed gaps in performance.

Research Objectives:

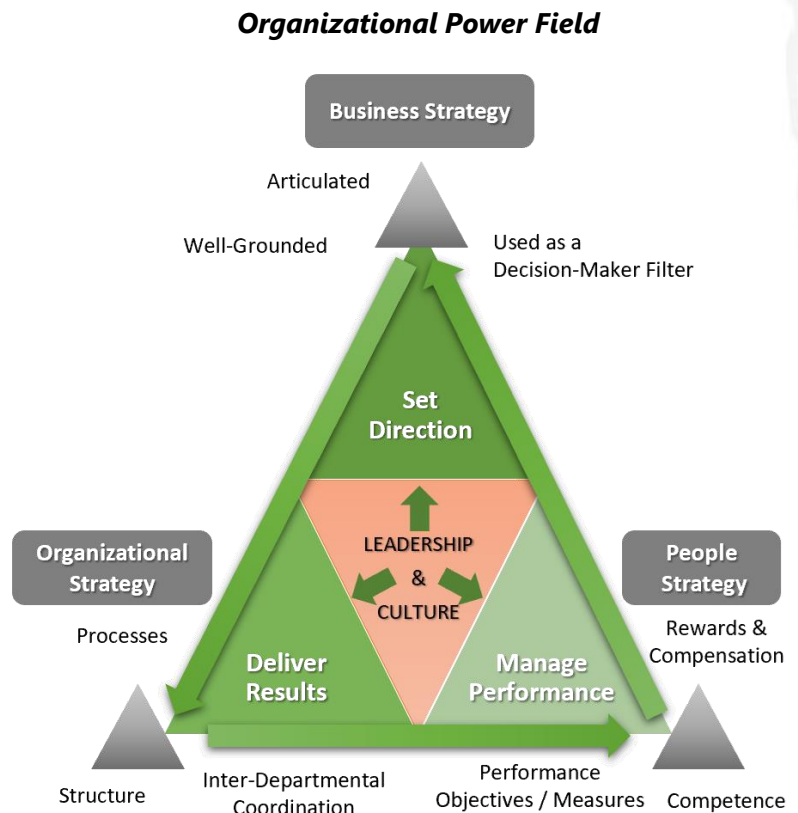
- How effective was the existing disaster recovery plan in response to the current COVID-19 crisis?
- How did COVID-19 impact daily activities and the way business is conducted?
- What did the crisis reveal about organizational strengths and challenges?
- What needs to be in place to enable recovery and future growth?

Process & Findings:

An assessment was conducted, consisting of 1:1 interviews with senior leaders, board members, and focus groups with the balance of the staff. Our objective was to capture reoccurring themes in four distinctive areas that determined the health of the Council: Strategies in Business, People, Organization, and Leadership & Culture. See graphic below.

Findings: The pressure brought on by the pandemic and rapid growth of the Council revealed powerful strengths, as well as operational gaps and areas needing improvement.

Clear improvements emerged through the captured themes, which we bucketed into Quick Wins and Long-Term Strategic Planning.





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Case Study Outcomes

“It was a terrific opportunity to work with experienced consultants. The pandemic didn’t derail the project but shifted their focus to provide a richer depth of discovery, leading to a high-quality study, especially when our requirements were so complicated.”



- Beatrice
Louissaint
CEO & President

8/6/2020

Quick Wins:

The assessment revealed specific areas of challenge within the Council that could easily be addressed with Quick Win Task Forces. We facilitated a training session with the Task Forces to set them on the path for success with all Quick Wins.

Long Term:

There is a need to match business, organizational, people, and leadership strategies to the maturity of the Council.

The assessment revealed that, since the 2016 territory expansion and with the continued growth of the Council, organizational maturity no longer matched operating practices. The assessment further revealed that the continued success of the Council would require adjustments in its long-term strategic thinking.

The time has come for the Council to develop a long-term strategic plan to match its growth and maturity. This would include going beyond the annual one-year plan to also focus on a three-year strategic plan.



Outcome:

Actionable Quick Wins and a clear road map to Long-Term Strategic Planning.



Outcome:

Creation of a longer-term strategic plan enables the Council to consider the financial impacts of the changing world and provide a sustainable outlook.

Meet The Team



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8/6/2020

“Consulting For A Good Cause”

LORI SMITH CONSULTING:

WHY GROW YOUR BUSINESS THE HARD WAY WHEN YOU CAN GROW IT THE SMART WAY?

I help growth-oriented executives accelerate the achievement of their biggest goals by helping them align, optimize, prioritize, and integrate their strategic initiatives and objectives. With over 20 years experience working in complex, matrix organizations, I possess a unique skillset that combines an extensive background in finance with operations, project management, and process improvement.

DAVE SALIARIS, SALIARIS CONSULTING GROUP:

WHY SETTLE FOR GOOD WHEN BEST-IN-CLASS IS POSSIBLE?

I guide Entrepreneurial & Growing Companies to transform and outperform the competition. You can have it all: inspired product innovation, sales programs that resonate, and post-sales service programs that create sticky loyal customers. For over 30 years, I have been helping companies turn around underperforming business sectors through thought leadership, innovation. I turned my experience into transferable scalable best practices to empower companies of all sizes.

RACHELLE STONE, ACC, R STONE CONSULTING:

EXECUTIVE COACH TO THE OVERACHIEVER

You reach every goal you strive for yet with each new success, you're seeing less flexibility in your time. Time for starting new projects or to give attention to your personal self, leave you feeling more end-of-day stress and tired of the constant fires ONLY YOU seem able to put out. Executive coaching allows you to hone in on what is really important so you can increase your capacity for tomorrow. Coaching keeps you on track so you can flourish both professionally AND personally in a world that never stops evolving.