

QUANTUM LEAP FRAMEWORK

ForImpact | THE SUDDER GROUP

www.forimpact.org

30,000'
VISION
(WHY)

Think BIG

- Quantum Leap
- Re-Imagine
- Re-Design

Message

- Why (Purpose)
- Where (Priorities)
- What (Plan)

People

- Leadership
- Team
- Culture

14,000'
STRATEGY
(WHAT)

Build Simple

- Message
- Model
- Math

Model

- Program Model
- Business Model
- Funding Model

Process

- Campaign
- Sales Process
- Sales Road Map

3'
EXECUTION
(HOW)

Act NOW

- 'Drawing the Line'
- Action-Forcing Event

Math

- Impact & Income
- 100 Days

Performance

- Motivation
- Training
- Accountability