



5 PRIORITIES TO BUILD A BETTER POST-PANDEMIC ORGANISATION

AND BE READY FOR THE NEXT CRISES

Do Good. Better!

THE TEAM TODAY



Joseph Nelson
Non-Profit Finance
Consultant



Christian Meyer
zu Natrup
Managing Director
EU & Germany

TALKING POINTS TODAY

- ✓ THE NEW NORMAL: EVIDENCE BASED WORK
- ✓ ORGANISE FOR THE NEW NORMAL
- ✓ BEYOND THE TALK: LEAD NOW
- ✓ MANAGE YOUR MONEY BETTER
- ✓ GET THE RIGHT FUNDING

Presentation with about 11 slides followed by Q&A and discussion.

Content is free to share.

1) THE NEW NORMAL: EVIDENCE BASED WORK

Over the past three months, successful organisations are investing into better organisational analytics (improving them in a matter of weeks).

PROTECTING STAFF

1. Sentiment analytics & tailored staff engagement
2. Dynamic workforce planning & protection

INFORMING STRATEGY

1. Scenario Planning analysis (if that, then this!)
2. Operational transparency
3. Cash-flow planning

MANAGING PARTNERS

1. Partners assessment to forecast drop out/ implementation reduction
2. Optimising new partner engagement routine

DONOR ENGAGEMENT

1. Fundraising: Granular segmentation of donors based on value & behaviour enables personalised messaging.
2. Funding: Better expenditures management enables real-time donor update

”We need to do better, and it’s start at knowing more about how we are doing”

Board Member CEPI 2020

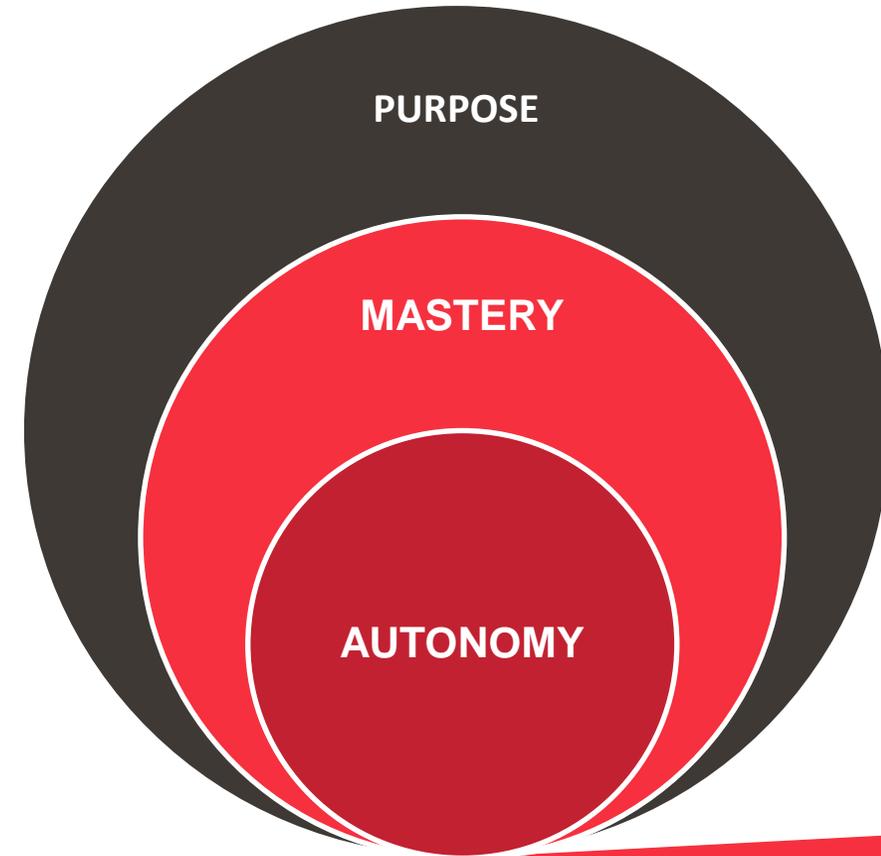
MzN

Do Good. Better!

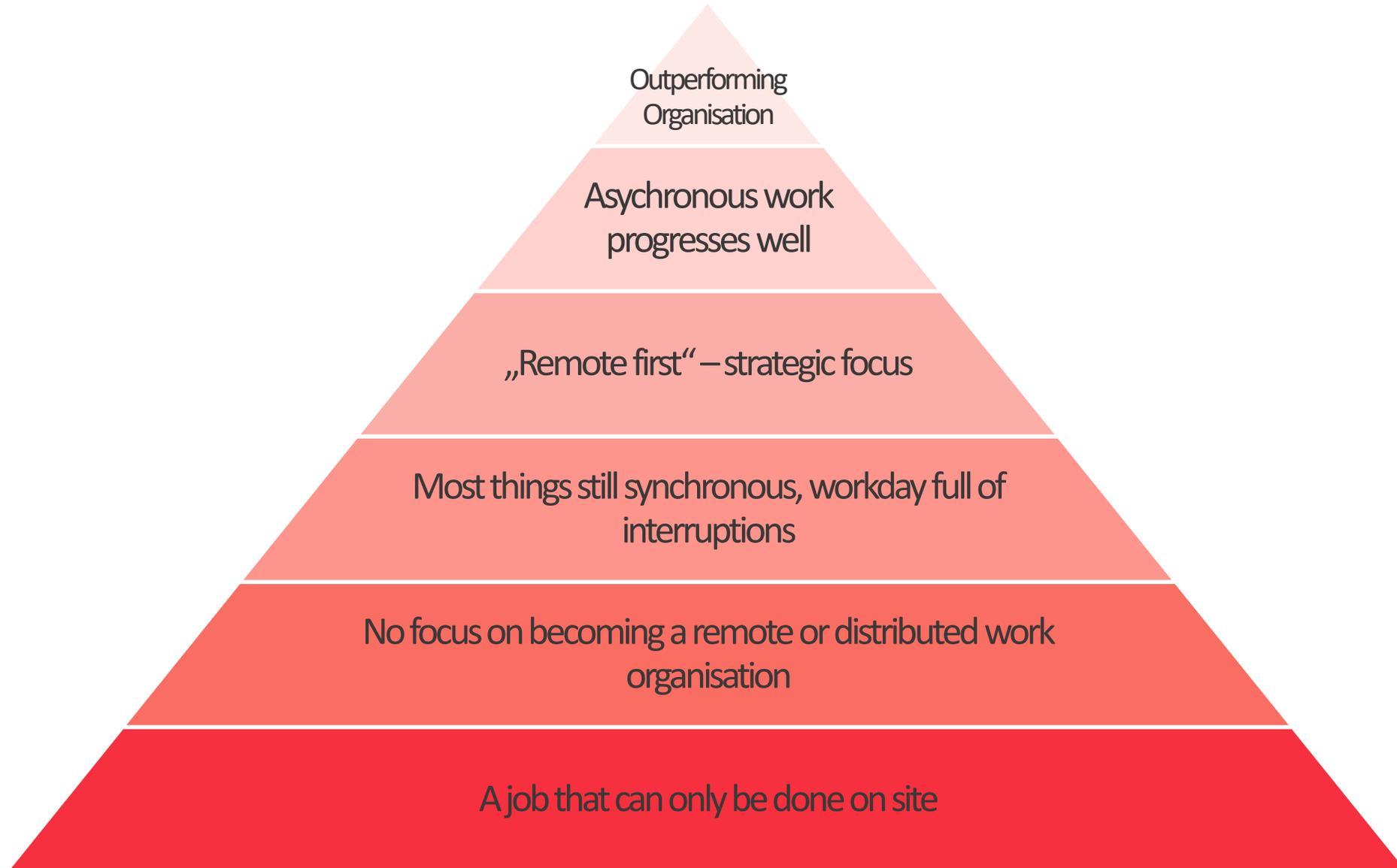
International

2) ORGANISE FOR THE NEW NORMAL

- ✓ STOP assuming that the old ways & days will come back
 - >> Click [here](#) to find out how to build uncertainty into your strategy
- ✓ STOP trying to rebuild traditional organisational structures remotely
- ✓ START accelerating your transition to agile
 - >> Click [here](#) to find our more
- ✓ START organising for a distributed workforce
 - ✓ Distributed & asynchronous vs. Remote
 - ✓ Actively build skills & systems to promote & support



2) ORGANISE FOR THE NEW NORMAL



3) BEYOND THE TALK: LEAD NOW

- ✓ Get an outsiders view
- ✓ Execute in deed and words. Innovation, agility and flexibility are buzzwords
- ✓ Innovation: Most organisations remain focussed on what is in the funding pipeline now and last years budget
 - ✓ **BUT:** Those who reallocate more, tend to do better over a 3 to 7 year time horizon
 - ✓ Best to build it from the ground up (needs, capacity needed, investments necessary)
- ✓ AGILE: the old is gone. Decision making needs to be faster. Accelerate your transition to agile now
- ✓ FLEXIBILITY: Trust based work means making decisions at the delivery points, by people you trust, with tools and data that is trustworthy

4) MANAGE YOUR MONEY BETTER

ESSENTIALS TO KNOW:

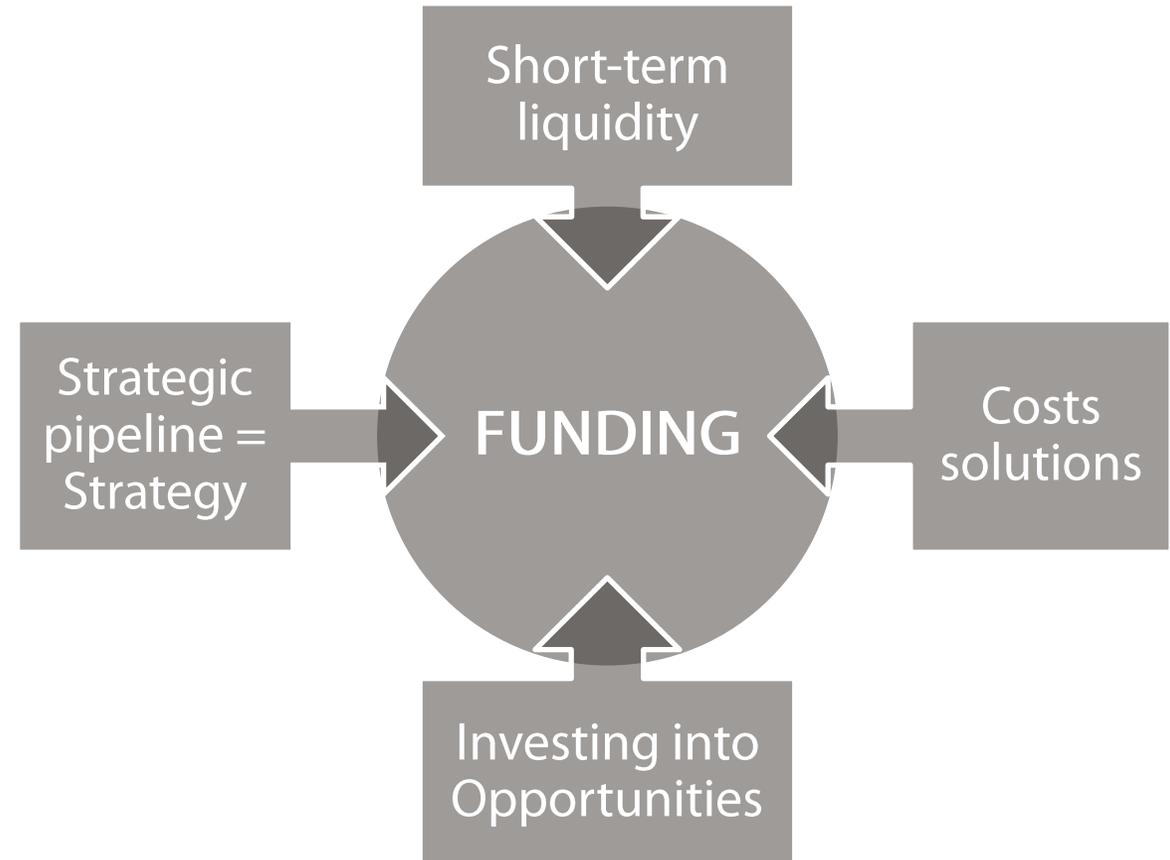
- ✓ Average cost of operations per day.
- ✓ Clarity what is a cost centre and what is a profit centre.
- ✓ Understand your income streams and the terms in which they operate, e.g. margins, funds flows etc.
- ✓ Make finance a key objective goal metric for programmes and people, even budget holders can understand finance.
- ✓ Review and discuss your reserves. Reserves should not be one big pot it should be divided for both organisational security as well as innovation and investment

BUILD A FAIR AND REALISTIC PRICING MODEL FOR YOUR SERVICES:

- ✓ Build in the reserves you need
- ✓ Understand that your core costs need to be covered
- ✓ Ensure the programme offices have the capacity the need to deliver quality
- ✓ Use that model to work with donors, not to chase funding at any cost.
- ✓ Network your value proposition.

5) GET THE RIGHT FUNDING

- ✓ Funding is not the No.1 priority. Delivering your mandate is!
- ✓ Funding should be mandate driven - not the other way around!
- ✓ Match the funding streams you choose to your mission, not the other way around
- ✓ Be prepared to participate flexibly - from lead to sub to associate all options can add value
- ✓ To find out more about funding models for changing times click [here](#)



5) GET THE RIGHT FUNDING

Diversify

DIVERSITY YOUR FUNDING BASE, CONSIDER:

- ✓ Foundations
- ✓ Philanthropists – Advised Funds
- ✓ Commercial Contracts - Click [here](#) for a short guide to contracts
- ✓ A service delivery model – Sustainable Income
- ✓ Partnerships and Consortia

**Be
proactive**

BUILD A SYSTEMATIC AND INDEPENDENT DEVELOPMENT FUNCTION:

- ✓ Innovation
- ✓ New business development - theme, geography and partner/donor
- ✓ Set metrics for success and measure
- ✓ Set funding parameters – Minimum levels – Stick to them

Network

Innovate

INVEST IN BUSINESS DEVELOPMENT:

- ✓ Materials and Stock Content
- ✓ CVs
- ✓ Brand and Message
- ✓ Methodologies and Content
- ✓ Surge Proposal Writing Capacity

Invest



Thank you

ANY QUESTIONS?

Do Good. Better!

STAY IN TOUCH!

Joseph Nelson

joseph@mzninternational.com

Christian Meyer zu Natrup

chris@mzninternational.com



Check out Bond's support during the Covid-19 pandemic [here](#)

This free **WEBINAR** will be repeated on **JUNE 12, 2020 2-3pm CEST**
SIGN UP [HERE](#)



Join a **THINK2030** session for an supportive place to think about the decade of delivery.
SIGN UP FOR FREE [HERE](#)



Read our **BLOG** about leading through the new world disorder [here](#)



Do Good. Better!

International