
A Different Take

http://www.forimpact.org/2009/04/no_more_feasibility_studies.php

No More Feasibility Studies

Nick Fellers | April 17, 2009

This nugget is an excerpt from Tom's [Campaign Book](#).



No More Feasibility Studies

Having watched hundreds (maybe even thousands) of ‘nonprofits’ do feasibility studies... I still don’t get it!

INTERNAL staff gets together. Agree they need more money. INTERNAL group decides to do a campaign to raise more money. INTERNAL leaders enlist EXTERNAL consultants to do a feasibility study... for justification, CYA and backup.

Think about this ‘feasibility’ scenario:

- No Sharing of the Vision
- No Engagement
- No Dialogue
- No Involvement
- No Presentation of an Opportunity

From the ‘consultant’ to the ‘prospect’:

If 'XYZ NONPROFIT ORG' were to do a HYPOTHETICAL Campaign with a HYPOTHETICAL goal... how much HYPOTHETICAL money would you HYPOTHETICALLY give to this HYPOTHETICAL Campaign?

One alternative to consider is true **LEADERSHIP CONSENSUS BUILDING**

Get your top stakeholders INVOLVED in the building of the PLAN... for both IMPACT and INCOME!!!

This OWNERSHIP will translate into a huge return on the time, energy and resources you INVEST in the process.

I've chosen these three words carefully, and used this process effectively for the last 25 years.

1. **LEADERSHIP**. It is what it is. It is what it says. Engage your best LEADERS in the process of message clarification, prioritization and the funding plan.
2. **CONSENSUS**. CONSENSUS is about the RIGHT DECISION... Not (necessarily) about 'unanimous' agreement on a politically correct, watered down, something-for-everyone mission statement/plan. CONSENSUS (on Vision/Priorities/Goals) creates commitment... generates momentum... and forces engagement (vs. passive participation).

Nota Bene: "PASSION IS CONTAGIOUS!" (Nick Fellers)

3. **BUILDING**. This is the kicker. This is the 'action word' that makes this idea worth millions! You must provide a framework to let your stakeholders help build.

*This approach also serves as the most powerful form of PREDISPOSITION.

Leadership Consensus Building - Teleseminar

Tom Suddes | July 25, 2005

Leadership Consensus Building is both a **lightning fast alternative to a feasibility study** and a process to:

- Engage top stakeholders.
- Gather input and feedback around your message and priorities.
- Commit to a funding plan

This seminar is led by Tom Suddes and is 30 minutes in length.

[MP3 File](#) | [Seminar Guidebook](#)

You should use this LCB process IF:

- Your *VISION/MISSION/MESSAGE* is **NOT clear, concise and compelling** ... and **CANNOT** be delivered in a consistent way by all of your STAKEHOLDERS.
- You are **planning a Campaign** ... since this process is considerably more productive and valuable than the typical “**Feasibility Study**” or “**Internal Case Statement**”.
- Your “**needs**” require FUNDING that is greater than you’ve ever attempted!!! (And, you are not celebrating your “150th anniversary” nor have “10,000 great **relationships**” in your database.)