

# STRATEGY: Impact Positioning & Alignment

## When this is relevant:

- **Stalled Progress:** Your work is strong, but without a clear position in the broader industry and society, you face stalled decisions, a lack of funding, or slow growth.
- **Misalignment:** Partners and funders interpret your work in different ways, creating fragmentation and missed opportunities because they don't see the value or the specific impact of your work.
- **The Need for Practical Tools:** To save time and effort, you need a clear way and specific formats for engaging stakeholders and communicating your work consistently.

## What strategic positioning includes:

- **Mission & Value (Your "WHY")**  
We define the fundamental need your work addresses and the specific problem it solves. By grounding the mission in the lived experience of those you aim to help, your team's insight, and data, I define the mission and the strategic story that unifies your team's motivation and validates the work for stakeholders. This becomes a practical decision-making tool rooted in evidence.
- **Industry and Society Impact**  
We identify the broader industry and societal relevance your work brings—whether envisioned or already happening, supported by change cases and data. By connecting your work to specific sectors, industry practices, or broader systems, I ensure your impact is clearly identified and articulated for diverse stakeholders and the public.
- **Stakeholder Alignment**  
To address fragmented understanding and meet stakeholder needs, I map the landscape of actors and identify what each group needs to understand. I then recommend specific formats for their engagement—ensuring that every partner, from funder to practitioner, sees the value of the work and their role within it.
- **Practical Application**  
I translate the strategic positioning into a practical Toolkit. This includes defining the mission and core messages, supported by the envisioned impact, change cases, and data. I map the stakeholder landscape to identify exactly what various audiences need to understand through specific engagement formats. I provide the recommendations on how to integrate positioning into business and organizational growth, communication, and stakeholder work and activities.

## Deliverables: Strategic Toolkit

1. **A concise document that defines:**
  - **Defining Your "Why":** Articulating exactly why this work is needed in the world and why your specific team has the unique insight, experience, and motivation to do it. It is about establishing legitimacy and purpose.
  - **Industry & Societal Impact:** Defining exactly where your work sits in the current industry context and its relevance to address broader societal issues. This is supported by data, insight, and experiences to demonstrate the relevance.
  - **Mission & Strategic Narrative:** Developing the "strategic story" that anchors the work. This serves as your core reference point and a **decision-making tool** to keep stakeholders aligned. It provides the clarity needed to ensure every technical development, partnership, and investment is focused on the central mission of your work.
  - **Stakeholder Mapping:** A clear analysis of who needs to support the mission and exactly what information they need to see to align with you.
  - **Engagement Approach:** Identifying specific stakeholder groups with practical recommendations on how to engage them, what to communicate, and which formats to use.
  - **Strategic Media & Formats:** A comprehensive list of recommendations for the materials and formats needed to make your work visible, consistent, and understood. This includes identifying the specific formats and core messages required to translate complex processes for diverse stakeholders, ensuring clarity for both long-term stakeholder alignment and public engagement.

## The Work Process

- **Step 1: Strategic Interview.** A focused one-hour session to discuss your work through targeted questions.
- **Step 2: The Toolkit.** Based on our conversation and my research, I develop your concise strategic toolkit.

## Custom Collaboration

I also join teams for specific tasks and long-term project leadership. Please reach out ([hello@martakaprle.com](mailto:hello@martakaprle.com)), so we can discuss how I can help and in what format we can collaborate.