

A Comprehensive Business Impact Analysis

Collaboration Partners Volunteers:

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Our Client:

Rise Asset Development (Rise), based out of Toronto, works to empower business owners with access to financing and business support. Rise recognizes the interdependency of financial well-being to one's overall quality of life. This organization is committed to improving the lives of people who are unable to secure employment due to mental health or addiction challenges. Rise invests in entrepreneurs, providing micro-financing and mentorship to men and women living with mental health or addiction challenges.



The Challenge:

Rise had initiated an update of its strategic plan as put forward by the Board of Directors in consultation with an external advisory firm. As part of this update, Rise wished to better measure its impact on clients by developing a methodology for collection and measurement of their clients' goals. A secondary objective was to improve the organization's awareness of its service offerings through a cost-effective marketing and communication strategy.

The overall objective of the project was to equip the Executive Director and management of Rise with the methodologies required for data collection from clients in order to meet Rise's goals of measuring client impact. In order to meet this objective, Collaboration Partners aimed to:

- Engage key members of the management team and clients of Rise in a collaborative process to develop goal collection methodology;
- Conduct primary research (i.e., hold interviews with Rise management and clients) and secondary research (i.e., research papers, websites of comparable organizations), in order to develop metrics and benchmarks to measure client goal fulfillment; and,
- Work with Rise to develop a marketing and communications strategy through market research on client outreach, analyses of different marketing and communications platforms including social media, and strategies of other similar forms.

Process:

The project was conducted over two phases:

- **Phase I** centered on creating measurement metrics and methodology. This phase involved the assessment and analysis of existing data and documents, data collection and analysis, development of metrics and methodologies, the testing of such metrics and methodologies on few clients, and presenting the final recommendations.
- **Phase II** centered on creating a high-level marketing and communication guideline. This phase involved understanding Rise's current marketing and communication strategy, conducting market research and trends analysis, identifying different platforms, and presenting final recommendations on low cost and effective platforms.

Solution:

Collaboration Partners created a dynamic tool with an exhaustive list of parameters to survey and track Rise's clients' goals at different stages of their journey with Rise. The tool could be easily customized to each client so that it adapts to their profile. The team also provided Rise with names of various free and low-cost media resources and explanations on how they can be used for Rise's marketing and communication goals. Along with that, Collaboration Partners recommended adding one dedicated or part-time resource and with a defined position roles and responsibilities.

Results:

The tool provided by Collaboration Partners enabled Rise to measure the personal goals of its clients, and in turn the effectiveness of their clients' initiatives. The high-level marketing and communication guideline helped Rise to hit the ground running in order to increase their client outreach efforts.

“It was a very good engagement and delivered a tool that's going to be helpful for Rise. The ask was clear but there were multiple ways to implementing it and the team did a great work in delivering the project.”