

ZS Embarks on a One-Day Pro Bono Consulting Session With Collaboration Partners

Our Client:

ZS is the world's largest firm focused exclusively on helping companies improve overall performance and grow revenue and market share through end-to-end sales and marketing solutions — from customer insights and strategy, to analytics, to operations and technology. More than 4,500 ZS professionals in 22 offices worldwide draw on deep industry and domain expertise to deliver impact for clients across multiple industries. Their Canadian headquarters are located in Toronto, Ontario.



Objective:

The objective was for ZS to conduct a one-day workshop during which its Toronto office consultants would provide pro bono consulting to Canadian non-profit organizations. This initiative was to serve two purposes: to foster engagement with the non-profit sector and to encourage pro bono initiatives.

Process:

Collaboration Partners worked with ZS to search for and engage five non-profit organizations involved in the healthcare industry. Collaboration Partners created a short-list of organizations that met ZS' criteria. ZS narrowed this list to five that the firm felt could most benefit from ZS' expertise.

Solution:

Collaboration Partners engaged the following non-profit organizations to take part in the workshop conducted by ZS: **Prostate Cancer Canada, Heart & Stroke Foundation of Canada, Alzheimer Society of Toronto, Crohn's and Colitis Canada, and CNIB**. Each participating organization had its own set of objectives for the workshop and sent up to five representatives to take part in the workshop to address their unique issues; this broad participation allowed for a deep cross-functional discussion that would lead to actionable ideas by the non-profit organization.

The day-long workshop took place in February 2016. Collaboration Partners moderated the event by providing an agenda and setting key guidelines, which were agreed upon earlier with ZS. Each non-profit was partnered up with a team of ZS consultants who had extensive experience in the healthcare industry. ZS assisted these organizations in gaining insight into their individual business issues and developing practical approaches to addressing them.

Quotes:

“Can't say enough, real great opportunity to think strategically of what we're doing, you get too close to your work. Helped see things from a different view and more objectively...Left us with clear steps we can take to improve on how to make a better impact ” - **Dr. Stuart Edmonds, VP Research, Health Promotion and Survivorship at Prostate Cancer Canada**

“The session was fantastic, we worked on a wider piece and refocused on the value and how the Foundation can position themselves in the marketplace” - **Nicole McVan, Director of Corporate Partnerships at Heart & Stroke Foundation of Canada**

“Really hammered out strategy and drove us in getting real takeaways. Came with big goal, came out with manageable chunks we can execute on.” - **Natasha Mistry, Manager, Public Policy & Stakeholder Relations at Crohn’s and Colitis Canada**

“I loved being able to work with individuals who have this very personal and true dedication to their work. The individuals were so passionate about their cause that it was truly inspiring and motivating to help them as much as we could.” - **ZS Associates**

“We had a great day consulting with some of the top charitable firms in Toronto – fantastic roster of organizations coordinated by Collaboration Partners.” - **ZS Associates**

If you are a for profit looking to partner with us on a similar initiative, please look at our FAQ section or email us at info@collaborationpartners.ca