

## IMPACT GAP

You have an impact and long-term outcome in mind. What is it? Write it on the extreme right box. On the left-hand side, right down where you are now. In the middle box, write down everything you will need to go from where you are, to where you want to be.

### EXAMPLE

Feel free to use arrows and connectors between the boxes if needed

Write down your product / service

WE RUN A WOMEN'S EMPOWERMENT FORUM- FROM BRAND BUILDING TO NETWORKING FOR WOMEN OWNED BUSINESSES

**WHERE WE ARE**  
(current impact and outcomes)

- We have a geographical reach of about 500 sq. kilometers (200 sq. miles), targeting about 200 women owned business
- We have 3 major clients and 5-10 smaller clients
- Our networking sessions yield about 20-40 participants on average; many are repeat
- We often run events on a loss
- Our monthly webinars are free and generates no more than 5-7 viewers at a time.
- We are unable to tap into the small and medium businesses that women are so into these days...

**WHAT YOU NEED ?**

- Powerful, stable website designed from scratch
- Funds for that!
- Deeper and broader marketing skills
- Dedicated marketing person or team or external agency
- Good social media presence
- Mentors, champions (people who can vouch for us)
- A space (like conference or virtual marketplace) where we can showcase our work

**NIRVANA!**  
(what you ideally want- impact and outcomes)

- Reach the world- online mostly but a couple international offices
- Stay small; focus on high quality
- Offer tech-based solutions and networking
- Provide personalized attention to all our clients
- Have a strong national presence
- Be known as a good reliable resource / source for women-owned businesses
- Recognition on a national and international scene, NOT just in the women's space
- Have a regular webinar with at least 250 viewers

Write down any pointers here you think will help you in this exercise.

## IMPACT GAP

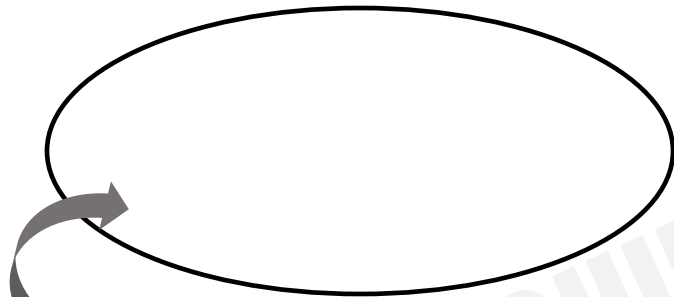
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### TEMPLATE

Feel free to use arrows and connectors between the boxes if needed



Write down your product / service



Write down any pointers here you think will help you in this exercise.

**WHERE WE ARE**  
(current impact and outcomes)

**WHAT YOU NEED ?**

**NIRVANA!**  
(what you ideally want- impact and outcomes)