

# GUIDED BY THE STARS

## OUR WHY, WHAT AND HOW



**THE LASTING DIFFERENCE**

Sustaining nonprofit organisations, leaders & impact

### Who we are

We are the creative management consultancy sustaining charities, their leaders and impact.



### Where we've been

Benefiting 150+ clients and partners since 2013

Scotland 50%

UK 20%

Regional 30%

<£1m 60%

£1-10m 20%

£10m+ 20%



In this time, our typical year generated valuable new learning with

20 publications

40 clients

100+ events

1000+ charities



Established products and trademarks inspire action and transform thinking on the toughest issues



#### Sustainable charities

Lasting Difference toolkit

Online and in-person workshops

Two e-learning modules

#### Unique companion guides on:

- Managing capacity
- Sustainable impact
- Idea screening and selection

#### Sustainable leadership

Peer learning programmes, e-learning

Inspiring guides on:

- Lateral leadership
- Succession, knowledge management
- Energy, focus, self-care
- Equalities

Additional guides to: System capacity and leadership; Sustainable governance

#### Advance Retreats®

Time and space for the things you never get done.

Calm, engaging events for boards, leaders and teams.

## Where I am now

We've grown from being a large team to a partnership, back to being a one-person operation. I'm always busy, with more demand than I can deliver. So the strategy since 2019 has been to:

- Deliver more large-scale programmes.
- Select very few one-off projects or events.
- Develop and share resources generously to equip people to help themselves.

**These things matter greatly to me** so I make every decision with them in mind:

- 🍷 Using my precious time on this earth well.
- 🍷 Doing my most expressive, impactful work – and nothing else.
- 🍷 Doing things no-one asked (or paid) for but everyone needs – like our free resources.
- 🍷 Reducing demand for my services by developing other people's capacity.



## Where I'm going

My focus will be squarely on:

1. Work that relates to core Lasting Difference concepts, ideas and resources.
2. Lasting Difference programmes and workshops.
3. Partnership programmes that use our learning and resources to improve sector capacity.

I also prioritise proposals and partners that:

- 🍷 Aim to change the world, not just talk about it.
- 🍷 Are fun and encourage creativity, challenging me and themselves to think and act in new ways.
- 🍷 Plan ahead and respect our shared work as the privilege it is.

So don't be surprised if I hold you (and me) to these things!

**Why 'Guided by the Stars'?** [Download this guide](#) to find out!

All our lovely stuff is freely available from: [www.thelastingdifference.com](http://www.thelastingdifference.com)

