

Session 1 – Story, Origin & Need Statement

Video Segments & Interactive Engagement

Module 1: Welcome & Orientation (3–4 min)

Talking Points:

- Welcome participants, introduce yourself and Paula.
- Briefly explain the 9-week journey: mission, program design, budget, fundraising, board strategy.
- Show them where to find tools: Google Classroom, downloadable templates, where to submit homework.
- Emphasize this is hands-on — they will leave with concrete deliverables.

Built-In Interaction:

- **Poll:** “How clear is your organization’s mission today?” (scale 1–5)
 - **Pause Prompt:** “Take a moment to write down your top goal for participating in this program.”
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Module 2: Why Build an Organization? (3–4 min)

Talking Points:

- Frame the presumption: “We want to build an organization that is effective and sustainable.”
- Discuss how effective organizations can truly change the world.

- Present Coach House mission: *Solution-oriented executive advising for nonprofits that want to change the world.*
- Highlight core values: Innovation, Sustainability, Collaboration, Equity, Empathy, Good Health.

Built-In Interaction:

- **Clickable Activity:** “Select the top two values that resonate most with you.”
 - **Pause Prompt:** “Write down one way your organization demonstrates these values today.”
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Module 3: Your Story & Your Dream (3–5 min)

Talking Points:

- Importance of the founder’s story — it explains your *why*.
- Walk through questions:
 - Where do you come from?
 - What do you want to do?
 - How does your story inform your dream?

Built-In Interaction:

- **Pause Prompt:** Learners stop video to jot a few notes about their personal origin story.
- **On-Screen Checklist:** “Does your story include... who you are, why you care, what you want to change?”

Homework:

- Record a 2-minute video telling your story (upload).

Module 4: The Need Statement (4–5 min)

Talking Points:

- Define a need statement: your case for why you exist.
- Show examples from slides (Delta youth, food insecurity, lead service lines).
- Key elements:
 1. **Problem** – What’s wrong
 2. **Scope** – How bad is it (data)
 3. **Who** – Who experiences it
 4. **Urgency** – Why now

Built-In Interaction:

- **Multiple-Choice Quiz:** “Which of these is the strongest need statement?” (3 examples given)
- **Fill-in Prompt:** Type one sentence that starts: “The core problem my organization addresses is...”

Homework:

- Draft a 1–2 paragraph need statement (upload).

Module 5: Looking Ahead – Strategy Roadmap (3–4 min)

Talking Points:

- Introduce the concept of the Strategy Roadmap (Philosophy → Program → Property).

- Preview what's coming in Weeks 2–9: mission, program pilot, evaluation, budget, fundraising, governance.
- Encourage learners to see Week 1 as the “foundation pour” before they build.

Built-In Interaction:

- **Rating Prompt:** “How clear are you about your organization’s purpose right now?” (slider 1–5).
 - **Action Reminder:** “Download the Need Statement template and complete your draft before Week 2.”
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Session 1 Homework Summary

- **Deliverables:**
 - 2-minute story video
 - Written draft of need statement
- **Self-Check:**
 - Save your clarity rating (1–5) as a personal baseline