

Social Impact Fellowship 2015 Call for Applications



TRANSFORMING THE WAY NONPROFIT
LEADERS AND SOCIAL ENTREPRENEURS
SHARE EXPERTISE AND LEARN.

About GLG

GLG (Gerson Lehrman Group) is the world's leading platform for professional learning. Business leaders, investors, consultants, social entrepreneurs, and other top professionals rely on GLG to learn in short- and long-term engagements from a membership of more than 400,000 experts. Global, technology-driven, and nimble, GLG's 1,000 employees work in 22 offices in 12 countries.

GLG Social Impact Fellowship

The Social Impact Fellowship leverages GLG's learning platform to help top social sector professionals answer critical strategic and organizational questions, at no cost. Through the Fellowship, ambitious, innovative, and visionary nonprofit and social enterprise leaders learn in tailored interactions with experts across GLG's membership and with each other.

The Fellowship begins with identifying the top challenges facing Fellows' organizations. Dedicated GLG Research Managers help design engagements around these challenges, as thought partners and resources for Fellows and their management teams. Tailored learning opportunities include phone consultations with subject matter experts, in person meetings, roundtable discussions, teleconferences, and workshops. In addition to curated interactions designed for Fellows and their teams, they will have access to GLG's rich ongoing events offering throughout the year.

Fellow Selection Criteria

Fellow

- » Curious, committed, passionate, tireless
- » Founder, Executive Director, or CEO
- » Strong track record and clear vision for the organization
- » Articulates high priority use cases for GLG

Organization

- » Innovative model, creating demonstrable impact to date
- » Ambitious, articulated goals for growth
- » Faces inflection point where accelerated learning around key strategic questions will advance mission
- » At least 18 months in operation, past proof-of-model phase
- » Team of at least five people beyond C-suite/management

Key Dates

- » **Application deadline:** June 15, 2015
- » **In-person Fellows convening in New York City:** October 2015



"GLG has become an integral part of our work supporting young entrepreneurs. GLG provides them access to deep industry knowledge and resources that empower them to make business decisions, often for the first time. GLG is a unique and essential value addition to our organization."

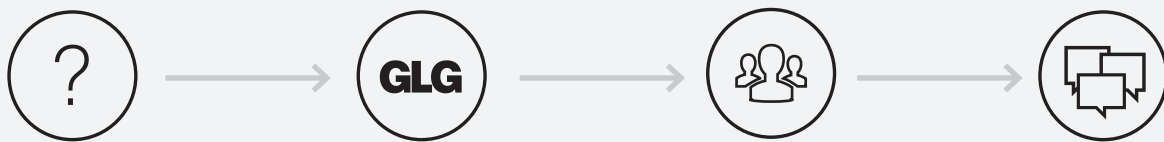
– **Oliver Libby**, **The Resolution Project**, Chair & Co-Founder



"We share GLG's values and commitment to service and volunteerism. The Fellowship helps us better understand the market for skills-based volunteerism, build a more effective team through training and role differentiation, and better utilize our online platform in order to grow."

– **Rachael Chong**, **Catchafire**, Founder & CEO

How Does GLG Work?



You are interested in providing water and sanitation facilities to a remote area in Honduras but first want to understand the local political, economic, and public health conditions.

GLG's research professionals will identify the right expertise and insight from our membership of 400,000+ practitioners and thought leaders around the world or from custom-recruited experts.

GLG will present a range of experts to discuss your query that represent various perspectives and backgrounds. They might have worked in public health in Honduras or even be former senior government officials.

GLG then connects you to those members to help you make better-informed decisions.

The conversation could happen over the phone, email, or a cup of coffee. It could be a one-time conversation or site visit or, as is often the case, it could evolve into a long-term relationship.

Examples of GLG Social Impact Client Queries

Needs Assessment

- » Ebola outbreak risk in West Africa
- » Economic incentives and infrastructure challenges in emergency medicine services in developing countries

Branding, Marketing, Communications

- » Best practices for creating a world-class, recognized brand
- » Executive communications strategy and media presence

Operations and Programming

- » Developing stable and safe operations in fragile states
- » Curriculum design and delivery methodology, including financial literacy, coding training, health management
- » Building office infrastructure to support a global organization

Systems and Technology Platforms/Tools

- » Implementing SEO standards
- » Offline survey and assessment tools
- » Salesforce optimization

Industry Analysis

- » Native advertising and effective models
- » Sports marketing industry
- » Prototype biogas digestion system engineering

Organizational Management

- » Implementing effective employee incentive programs
- » Role delineation for COO
- » Leadership transitions

Metrics

- » Best practices in impact measurement
- » Return-on-investment measures for social venture

Regulation

- » FDA regulations for packaging and labeling imported food products
- » Taxation for agricultural cooperatives in Ethiopia
- » Establishing a trust in Zimbabwe

Financing and Fundraising

- » Creating earned income opportunities based on core competencies
- » Fundraising best practices
- » Engaging corporate partners

Board Governance

- » Best practices in board governance
- » Distinguishing advisory board vs. board of directors' responsibilities
- » Board composition

FAQs

What is GLG?

GLG is a platform for professional learning. We pair top professionals and thought leaders across fields for short- and long-term learning engagements.

Who are GLG's clients?

Our users include top professionals and business leaders at the world's leading corporations, investment firms, professional service firms, nonprofits, and foundations.

Who are the GLG experts?

Our experts include more than 400,000 former C-suite executives, academics, sciences, policy specialists, former public sector leaders, and other top professionals.

What if the expertise I need is not already in GLG's membership?

GLG's dedicated recruiting team will track down the expertise we don't already have.

Who qualifies for the GLG Social Impact Fellowship?

Fellows are leaders with strong records and visions for their organizations. They have great teams and do something innovative that's likely to scale. They are personally committed to learning, excited to grow professionally, and articulate ambitions for their organizations' growth.

Must I have the title of Founder, Executive Director, or CEO to apply?

The Fellowship is geared toward organizations' lead executives. If you feel that you should qualify but do not hold one of these titles, please reach out to us.

What if my organization is a for-profit social business?

Social enterprises and nonprofits both fill critical roles and we welcome both to apply.

How long is the Fellowship?

Fellows and their organizations have access to the GLG platform for 18 months.

What happens after the Fellowship ends? Is there an opportunity to remain part of the GLG community?

GLG is committed to creating lasting partnerships with our Fellowship alumni. They will certainly remain part of GLG's learning community after the Fellowship, typically with less intensive/frequent engagement than during their active Fellowship.

What is the anticipated time commitment?

This opportunity will be what you make it. We want to be an extension of your team and engage with you consistently. The Fellowship requires a senior-level commitment to drive value through GLG membership, in addition to the kickoff on October 19–21, 2015.

Can everyone on my team engage with GLG or just the Fellow?

In our experience, top decision-makers derive the most value from GLG's learning platform, informing strategy and broad organizational direction. We're happy to support other learning needs and challenges as those use cases arise.

Can I submit a letter of recommendation?

Letters of recommendation are optional and you may have others submit them on your behalf. Please send them to info@glgsocialimpact.com with the subject line: GLG Social Impact Fellow Recommendation.

What social sector organizations have you worked with?

See a list at glgsocialimpact.com/partners and the testimonials at the end of this document.



"Through our work with GLG, we've learned from some of the most knowledgeable and innovative thinkers in healthcare. They have helped our staff transition to new roles and have strengthened our business model so that it is durable and adaptable to new communities."

– **Manmeet Kaur**, **City Health Works**, *Founder & Executive Director*



"GLG is leveraging the greatest asset there is – human talent – to help organizations like ours succeed. With GLG, we've explored new revenue streams, devised systems infrastructure, and planned for our growth. Our partnership is hugely valuable."

– **Zack Rosenberg**, **St. Bernard Project**, *Co-Founder & CEO*

GLG SOCIAL IMPACT: 2014 Fellows



Rachael Chong
Catchafire
Founder & CEO
www.catchafire.org



Aaron Fishman
East Bali Cashews
Founder & Director
www.eastbalicashews.com



Christina Lewis Halpern
All Star Code
Founder & President
www.allstarcode.org



Jake Harriman
Nuru International
Founder & CEO
www.nuruinternational.org



Leila Janah
Samasource
Founder & CEO
www.samasource.org



Leticia Jáuregui
CREA (Comunidades de Emprendedores Sociales)
Founder & Executive Director
www.crea.org.mx



Manmeet Kaur
City Health Works
Founder & Executive Director
www.cityhealthworks.com



Oliver Libby
The Resolution Project
Chair & Co-Founder
www.resolutionproject.org



Zack Rosenberg
St. Bernard Project
Co-Founder & CEO
www.stbernardproject.org



Ben Powell
Agora Partnerships
Founder & CEO
www.agorapartnerships.org



Eugenie Teasley
Spark+Mettle
Founder & Chief Executive
www.sparkandmettle.org.uk



Andrew Yang
Venture for America
Founder & CEO
www.ventureforamerica.org

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