

Welcome to Setting Directions



What is Setting Directions?



Setting Directions is an opportunity to work with a team of six senior executives, who will provide **clear, actionable recommendations** on how to address a **key strategic issue** currently faced by your organisation.

The benefits:

- Focus on a specific strategic issue, through a short engagement
- The opportunity to reflect on your current position and potential next steps
- Continuation of strategic planning from your initial Pilotlight engagement if you're already a Pilotlight Partner Charity

What makes a good project?

An organisation that:

- Is open to new ideas and change
- Is clear about what it wants to achieve
- Has decision-makers who are willing and able to engage
- Will be responsive to requests for information and gathering of data

Organisations that have moved out of their start-up phase are best-suited to the programme.

An issue (can be a challenge, opportunity, decision) that:

- Is specific
- Represents the charity's business change ambition clearly and succinctly
- Is of strategic importance to the organisation

Example Briefs

- 1. How can Charity A create a plan that maximises limited human and financial resources, while enabling sustainability?**
- 2. How should Charity B best proceed with the opportunity to acquire X commercial enterprise?**
- 3. How can Charity C scale its programme to every school in the three cities within which it operates?**
- 4. What would be the best way for Charity D to monetise its services to generate commercial income?**

How does it work?



A Pilotlight Project Manager organises and facilitates all meetings, shares notes and materials, and provides a conduit between you and your Pilotlighter team.

Roles & Expectations of Charity/Social Enterprise Partner



The charity/social enterprise partner (CSE) needs to provide a key contact, who is responsible for:

- Providing information on the organisation and strategic issues presented
- Responding to contact in a timely fashion
- Connecting the team to contacts and resources for additional data as necessary
- Ensuring buy-in from senior staff and trustees as relevant
- Maintaining contact with the team and Pilotlight Project Manager to provide feedback and address any concerns from any party

The final recommendations will be presented to the key CSE contact and any other relevant individuals.

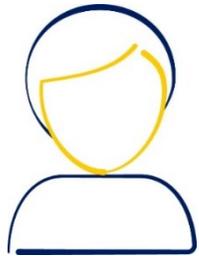
During the course of the project, the Pilotlighter team will have a designated a key CSE contact, although individual members of the team may also be in touch according to their area of focus.

Roles and expectations of the Pilotlighter team and Pilotlight



6 Pilotlighters

- Manage relationship with the CSE
- Inform the Project Manager of developments
- Plan and implement information gathering, research and analysis
- Present recommendations and implementation plan



Pilotlight Project Manager

- Facilitate early meetings and host all Zoom meetings
- Provide insight into the not-for-profit sector
- Support CSE and Pilotlighter team relationships
- Support and coach team to deliver on the brief



PILOTLIGHT

because great causes deserve great talent



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