



**COMPETENCY:** EXECUTIVE ADVISEMENT  
**INDUSTRY:** NOT-FOR-PROFIT

## CASE STUDY

### **THE CLIENT**

A major Alberta not-for-profit foundation.

### **THE CHALLENGE**

The Foundation had created a for profit social enterprise but was unsure what market sectors their model should focus on and how to balance both their social and economic mandates in conducting business.

### **THE APPROACH**

The Osborne Principal conducted a scan of relevant industry sectors, interviewing a cross-section of representative companies. Based on an analysis of market challenges and internal capacities, he developed a strategic marketing and sales plan within 30 days of being contracted.

### **THE RESULT**

The enterprise accepted the deliverable as a blueprint with which to move forward, beginning with the addition of internal sales and marketing capacity and including a re-branding campaign to better reflect their mandates and garner stronger awareness in the marketplace.