

LESTER CONSULTING GROUP CAPABILITIES BROCHURE

*“Men are all alike in their promises.
It is only in their deeds that they differ.”*
MOLIERE

THE RIGHT FIT...CHOOSING A CONSULTANT

As a key decision-maker, you know how critical it is to choose the right consultant for your management or fundraising needs. Hiring consultants can be very expensive and costly, especially if you make the wrong choice.

Clearly, it is a difficult task to sort through the seemingly endless supply of consulting firms — each promising success and exceptional results. And although results are important, you want someone who is committed to achieving more than just a single objective.

You want someone you can work with...someone who fits in as a member of your team... someone who will take time to understand the dynamics of your organization...someone you can trust... someone motivated to exceed expectations... someone committed to leaving you with practical management or fundraising skills... and ultimately, someone who will convince you that your investment was well worth the risk.

Is that impossible? We don't think so.

We believe every organization deserves that kind of partnership with the firm and the consultant it hires. And even though we are firmly committed to those objectives, we recognize that Lester Consulting Group (LCG) may not be the right firm for every organization.

Each organization is unique, requiring a unique set of skills, products, and people to create success. Therefore, long before we submit a proposal for your consideration, we begin by thoroughly researching your organization and your needs to ensure the “right fit.” We willingly incur this cost in order to guarantee your success and ours. We also understand that this first impression may be the last impression we leave with you.

The foundation of LCG is our philosophy — our well-defined mission, our vision of our role, the values we bring to our work, our operating beliefs, and the goals we set for ourselves and for you. These are the qualities that set us apart and guide all of our efforts — qualities that we also use to measure our success.

We invite you to evaluate our success by the measure of respect our clients hold for our staff, our services, and our products. Then we encourage you to judge for yourself.



THE SCIENCE, ART AND PHILOSOPHY OF CONSULTING

To help you distinguish one firm's abilities from another, you need to consider what we believe to be some of the essential elements of success.

THE SCIENCE

The first element is the easiest one to assess. All good consultants share a basic set of tools — techniques they apply and products they use to effectively analyze and guide your organization. Unlike some firms, however, we do not employ a “cookie-cutter” approach when it comes to implementing our products or services. Instead, each product, service, and strategy are customized to meet your unique needs and constituents.

In many cases, we create entirely new products, services, or strategies based on a client's particular objective. In every case, we rely on proven and traditional methods to arrive at new and innovative solutions. While it is true that we share in your success, we also willingly share in the risk that comes from being innovative.

This is a critical point of distinction when it comes to evaluating the firm you select.

THE ART

A consultant needs more than tools in order to create exceptional results. Experience and innate skills are required to successfully merge and calibrate an organization's unique goals, resources, and people to create meaningful outcomes. Toward that end, LCG is firmly committed to hiring the best and the brightest. The number of satisfied clients is the best measurement and evaluation of our experience, skills, and results.

Our website (www.lcginc.net) include a list of former clients. It is important to note that LCG has never managed a failed campaign. Once again, this is a critical point of distinction.

THE PHILOSOPHY

As is often the case, the most critical element to your decision — a firm's philosophy — is the one that seems most difficult to assess. But a consulting firm's operating philosophy, its mission, vision, and values, is the point on which your final decision should be made.

Keep in mind that you are choosing a partner who ideally will shape the direction of your organization for years to come. The philosophy of that firm is crucial to the success of your partnership.



OUR GUIDING PRINCIPLES AND PHILOSOPHY

OUR MISSION

One of the first things we ask our clients to do is to clarify, for themselves and for their constituents, the core purpose of their organization — its mission. Why does the organization exist and what, therefore, must be the measure of its success?

The mission or sole purpose of LCG is to advance the standards and practice of effective management and philanthropy.

Stated another way, LCG's mission is to strengthen and expand a client's ability to manage effectively by:

- accurately assessing and defining the elements that are core to the organization,
- integrating those key elements into a comprehensive business feasibility process, and
- developing sustainable strategies to increase the financial resources to support the mission.

OUR METHODS

We promote a systems approach to business feasibility and philanthropy by delivering products and services that are designed to strengthen your organization and outlive the life of our contract. Our products and services are based on cost-effective strategies that produce measurable and meaningful results both programmatically and financially.

OUR VISION

While mission describes the most fundamental purpose of an organization, vision requires looking to the future and defining what an organization is committed to working toward. LCG's vision is to be viewed by our constituents as the most effective and respected fund development and nonprofit consulting group. We measure that by the results we produce for each client, our references, our referrals, and most importantly, by repeat business.

OUR VALUES

Without values, people and organizations are lost — at every fork in the road, one relies on values to decide which way to turn. In a consulting relationship, values are fundamental to making ethical and appropriate decisions. They create the foundation upon which all critical decisions should be made.

At LCG, we remain resolute in our commitment to core values — values that we believe will result in meaningful and lasting outcomes for our firm, our clients, and the communities we serve. LCG's values are central to our decision-making process, especially during periods of growth, crisis, or conflict.



PURPOSE BEYOND PROFITS

Profit is evaluated as a measurement of our contribution to those we serve and a means of self-financed growth, but it is not an end unto itself. Our purpose will remain the driving force of our organization — to advance the standard and practice of effective management and philanthropy.

RESULTS OVER RHETORIC

We maintain an intense commitment to distinctive, measurable, enduring, and high impact outcomes for our clients. We will not, for any reason, engage in contracts that fail to meet this standard, nor will we employ techniques that act as a substitute for real results.

INNOVATION NOT IMITATION

Innovation requires the willingness to embrace risk and accept failure as a part of the creative process. Although we rely on proven methods in the delivery of our services, we also encourage high levels of action and experimentation in order to produce new and unexpected paths of progress and change.

OUR OPERATING BELIEFS

Each staff member at LCG also embraces a set of critical operating beliefs:

- Our efforts for a client are not defined by the size of the client or the contract. Each project is accorded the same respect and investment.
- Measurable, identifiable results are paramount, but they cannot be achieved by sacrificing ethics. Therefore, we remain resolute in maintaining the highest business, professional, and ethical standards.
- In the face of adversity, crisis, or conflict, we will always act with integrity.
- We believe that effective and efficient services to clients are also a service to our community.
- We will always strive to lead by example. Therefore, in order to effectively promote philanthropy and sound business practice among our clients, we believe we must model the standards that lead to those outcomes. One way this is accomplished is by continually expanding our knowledge in the areas of management, marketing, public relations, board governance, and fund development.
- In addition to our commitment to continuing education, all full-time employees are expected to contribute a minimum of 3% of their salaries to their charity of choice.



WHAT'S IN OUR TOOLBOX

FUND DEVELOPMENT

- audits
- pre-campaign feasibility
- feasibility studies
- case statements
- prospect identification & research
- cultivation & solicitation techniques
- solicitation training
- campaign strategy development
- campaign follow-up strategies
- donor recognition programs
- major gift & planned giving programs
- development office systems & organization
- survey tools
- market research
- volunteer program development
- grant research & writing

ORGANIZATIONAL DEVELOPMENT

- market research & analysis
- strategic plans
- business plans
- publications
- communications & public relations feasibility

BOARD DEVELOPMENT

- Board governance model
- customized board manuals
- Board recruitment & orientation program
- retreat facilitation
- Board development program

MANAGEMENT

- executive coaching
- staff development
- capacity building
- conflict resolution
- team building
- customer relations program
- effective hiring techniques



BENEFITS OF EMPLOYING A CONSULTANT

EXPERTISE

Rarely can an organization afford the luxury of a consultant's years of experience and expertise on a full-time basis. Consultants can provide this limited counsel and support as your organization requires it on a cost-effective basis.

OBJECTIVITY

A consultant can observe and address issues that, for various reasons, are not addressed by members of your organization. Constituents also speak more openly and honestly to an objective outside source.

INSIGHT

Bringing in outside counsel often sheds light on old problems, leading to innovative solutions. This approach brings fresh energy into an organization and can propel it into the next stage of growth.

