



OUR MISSION

Harvard Business School Community Partners inspires and empowers HBS alumni to make a positive social impact in their community. We do this by offering alumni opportunities to leverage their skills and experience to help nonprofit organizations succeed.

FAST. FOCUSED. IMPACTFUL.

ALUMNI BRAINSTORMING SESSIONS

Need quick advice from an outside party who understands how to solve tough business issues?

Alumni Brainstorming Sessions provide a nonprofit's management team the opportunity to explore a specific business issue or idea with a group of HBS alumni for immediate feedback and action. It is a high-energy approach involving four to eight volunteer alum participants generating numerous ideas or specific feedback for an organization with a specified challenge.

The focus question is a single, clearly-defined challenge that does not require research or technical expertise. Examples include:

- What tactics can we use to increase our organization's visibility and reach?
- How can we better articulate our unique value proposition?
- What are the key questions we should be answering before heading into strategic planning?
- Can you provide feedback on our organization's "pitch" to donors?

Brainstorming Session Format

- Introduction – 15 minutes (bios will be distributed in advance)
- Brief Overview of the Organization by Client – 15 minutes
- Open Discussion/Brainstorming – 90 minutes

Eligibility Criteria

The organization should be a 501(c)3 nonprofit organization with a mission which benefits the community generally, be in operations for over a year, and is not a religious or political organization.

The organization should provide some brief background materials at least one week in advance to help prepare the participants. In addition, the organization should provide a meeting space at a convenient location and a simple meal (lunch or dinner) for the volunteers. (Assistance is available if necessary.)



“Each member of our team was not only stellar, brilliant, thoughtful and deeply engaged, but they were inspiring as well. As the CEO of a successful non-profit, I’m thrilled with the results and am incredibly excited about implementing these ideas. Thank you, HBS CP!!”

Sara Larios Mitchell, Ph.D. CEO of StarVista

Application Process

Sessions are available three seasons a year. Complete the application located on the HBS Community Partners website: <http://hbscp.org/brainstorming-projects/>. It is recommended that the application is completed a few weeks prior to the season deadlines listed below so there is time for Community Partners to provide feedback and answer questions.

Applications will be reviewed and approved by the HBS Community Partners Steering Committee. Organizations will be notified 2-4 weeks after the deadline if they are approved and then the specific session date and time will be set up to take place within the next two months. Sessions take place during lunchtime (11:30am-1:30pm) or after work (6:00- 8:00pm) and usually at a location that is convenient for participants to access from work.

Brainstorming Session Timelines

Season	Application Deadline	Brainstorming Session
Spring	March 1st	April/May
Summer	June 1st	July/August
Fall	October 1 st	November/December

OTHER SERVICES

HBS Community Partners also offers a number of other services to nonprofits as well, including pro bono consulting services, board placement and training opportunities, and scholarships to attend an HBS Executive Education course in Boston. Go to www.hbscp.org for more information.

WE DELIVER EXPERT GOODNESS

For more information, contact Elaine MacDonald, HBS '98, Executive Director at elaine@hbscp.org.