

Lead Business Advisors provides strategic planning to help companies meet their business goals.

Situation:

MOCSA is an almost 50 year old non-profit organization that has dedicated itself to advocating on behalf of those that have been sexually assaulted and abused through supportive services and prevention education. MOCSA was — and still is — Kansas City's only rape-crisis center.

The organization's scope has evolved. And most recently, MOCSA is expanding their strategic focus to place an even greater emphasis on prevention education, as well as helping sexually abused victims.

Solution:

Julie Donelon, President and CEO of MOCSA, reached out to Lead Business Advisors at the end of 2014 indicating they could use some help with their annual planning process.

MOCSA has consistently conducted annual planning sessions, but this year, they realized that they needed to do something different. Like many organizations, this organization had the perfunctory obligation to do strategic planning, but they didn't really know what to do.

The team had already established their objective - to set itself on a path to becoming a force in prevention of sexual assault and abuse in the Kansas City community. Lead Business Advisors stepped in with MOCSA's strategic planning process to ask the right questions to ensure MOCSA was positioned to meet their objective.

LBA conducted several strategic planning conversations. A Lead Business Advisor facilitated conversations with MOCSA's executive team and used their EDGE process to develop a plan that MOCSA could implement over the next three-five years. The EDGE approach is



Metropolitan Organization to Counter Sexual Assault

Lead Business Advisor's proprietary strategic planning and analysis tool that helps businesses outline their expectations, deliverables, goals and plans to execute those goals.

Results:

- The LBA team helped MOCSA's skilled practitioners think beyond their own specialty. The outside leadership enabled the MOCSA team to develop consensus and strategy in reduction sexual violence throughout the Kansas City metropolitan area.
- MOCSA is currently working off of the five year-strategic plan that instills a public health model for awareness, education and change for sexual violence in the community.

"The strategic planning provided by Lead Business Advisors has helped set our organization on a path for success. The LBA team challenged us to think differently and try something new. The EDGE process provided us with a structured tool to assist us in developing our plan and monitoring its implementation. We want to employ strategies that make Kansas City a safer place, free from sexual violence. Thanks to LBA's leadership and expert facilitation skills, we are confident that we have the plans in place to make our goals a reality."

– Julie Donelon, CEO and president of MOCSA

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