

KrasnePlows

FAQ

What is KrasnePlows?

A 21st century boutique consulting firm, KrasnePlows delivers the expertise that grant-makers and nonprofits need to solve today's problems and lay a foundation for a secure and successful future. We are dedicated to helping our clients make critical decisions to maximize their impact and remain financially sustainable. Applying both strategic and tactical perspectives, we work along side our clients to crystallize their own strategies, fashion realistic action plans, and ensure that those plans produce tangible results.

What kind of experience do you have?

KrasnePlows offers a unique combination of nonprofit, for-profit and consulting experience, coupled with a depth of understanding of boardrooms from years of working on, with, and for boards. As seasoned professionals, we have had to build, turn around, merge and shut down organizations. Like our clients, we have been executives, and we bring that organization-wide perspective - on people, programs and money - to all of our work. When helpful, KrasnePlows taps other seasoned experts to augment our own in-house capabilities, so we bring the best minds to solve your problems.

What services do you provide?

We specialize in three important areas:

- **Mergers and Partnerships.** We help our clients clarify their goals, assess the risks and opportunities of the merger, structure the combined organization, and undertake the work necessary to integrate different staffs, operations, and cultures successfully.
- **Planning and Restructuring.** We help nonprofits and foundations plan around growth and right sizing. We work with our clients so they can identify reasonable goals and create realistic work plans to achieve them, using tools like organizational assessments, market research, financial analysis and strategic and business planning.
- **Leadership and Transitions.** We guide and support leaders with our seasoned experience through coaching, succession planning and leadership and board development. We identify the key skills and talents they need to lead the organization in the future, and to recruit and orient new executives to ensure their success. Whether at the CEO, board chair or senior management level, we work with executive directors and their boards to anticipate and plan for a smooth transition.

Who are your typical clients?

Our clients are both grant-makers and multi-service, multi-site service providers that range in scope from local, to regional and national operations. They span all program sectors, from early childhood, education, workforce development, social services, to arts, culture and advocacy.



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Can you give me some examples of work you've done with clients?

Please visit our website (www.krasneplows.com) and see the cases link in each of the sections on our services or 'Cases' in the section, 'Who We Are', for a more comprehensive listing.

How do you do your work? What can I expect?

In all our engagements, we help our clients answer three questions, although the way we do it varies:

- Where are you now?
- Where do you want to go?
- How will you get there?

KrasnePlows takes a customized approach to each engagement. We expect our clients to be actively engaged throughout our work together, so they "own" the solutions to their problems and have a stake in carrying them out. We introduce decision-making tools and frameworks that clients use during an engagement and continue using long after we are gone.

In weighing possible solutions, we are not afraid to ask the tough questions or be the devil's advocate. We help clients consider the potential impact on their entire organization (in terms of people, programs and money), focus on the key issues to clarify their thinking, use a fact-based, objective approach and make sure any decision can be implemented.

Do you have free resources available?

KrasnePlows publishes a regular e-letter, sharing best practices, lessons learned and other useful information as well as occasional articles.

How can I get your free material?

Sign up to be on our mailing list by visiting our website, www.krasneplows.com.

How can I reach you?

Email us at info@krasneplows.com, telephone us at 212.645.0536, or write us at 14 Horatio Street, Suite 1E, New York, NY 10014.

