

Susan Low

Principal Consultant (President/Owner) at Directis Consulting Group Ltd.

British Columbia, Canada, BC, CA

Bringing an entrepreneurial mindset to non-profit strategic planning

Biography

My life's work is focused on strategic planning and growth strategies for small businesses and not-for-profit organizations. With a wide world of information out there, I help filter and interpret ideas and best practices that will make sense for the real world of small organizations with rapidly shifting challenges. When your audience needs a blend of inspiration and fresh wisdom, my engaging presentation style and practical focus will get them thinking and feeling positively about change and growth. Naturally comfortable with groups of any size, I draw upon my early theatre background to keep audiences AWAKE and INVOLVED in presentations. Topics of presentation for non-profit & charitable organizations include: * Leading Strategic Planning for Non-Profit Organizations * What is the Change We Want to Be? Identifying and Measuring Impact of Non-Profits * The Friendly Guide to Budgeting for Non-Profit Organizations * Igniting the Entrepreneurial Mindset: Social Enterprise & Business Planning in Non-Profits Topics of presentation for entrepreneurs and business groups include: * Making Change Happen: Using Focused Conversations to Change Culture * Leading Strategic Planning for Small Businesses * Is Your Business Like a Teenager? Raising Responsible Businesses * You Can't Manifest Diddly-Squat: Hard Work Makes Things Happen I speak mainly on Vancouver Island and mainland BC, however I am happy to travel anywhere in the world!

Availability

Keynote, Moderator, Workshop, Author Appearance, Corporate Training

Industry Expertise

Non-Profit/Charitable, Management Consulting

Areas of Expertise

Strategic Planning Facilitation, Strategic Planning, Business Process, Marketing Strategy, Non-Profits

Affiliations

Greater Victoria Chamber of Commerce, Gorge Rowing & Paddling Club, Dress for Success Vancouver (past volunteer), Sales & Marketing Executives of Victoria

Sample Talks

Leading Strategic Planning for Non-Profit Organizations

Strategic planning is the backbone of a successful business or non-profit organization, big or small. Much like planning your route and destination for a road trip, choosing where you want your organization to go and creating a plan to get there is fundamental to your success. This 90-minute workshop equips you to embark upon strategic planning in your non-profit, for the first time or with renewed focus and purpose this year.

Event Appearances

Leading Strategic Planning for Non-Profit Organizations
Professional Gathering

Human Alchemy: Create a Golden Life!
Victoria Business Moms Meetup

Strategic Planning for a Company of One
HOST - Home Office Support Team Meetup

Building & Using Competitive Advantage
Comox Web Posse Professional Gathering

Strategic Planning & Goal Setting
YoUnlimited 2011

Education

The University of Calgary
MBA Entrepreneurship, Strategy, Operations Management

University of Victoria
Bachelor of Arts English, Professional Writing

International Association of Facilitators
Coursework Facilitation Methods

Accomplishments

Outstanding Customer Service - Business Award
Greater Victoria Chamber of Commerce 2011 Business Awards. My business was recognized as winner of "Outstanding Customer Service" from among over 400 nominees for this prestigious annual business awards program.

Testimonials

Anthony Hamilton

We have had many speakers at our monthly business group. After your presentation last Friday, the board met and agreed that you are one of the best we have ever hosted. Thank you for your excellent presentation and the thoughtfulness with which you answered questions.

Marg Rose

Susan has led strategic planning and social enterprise consultations for several charitable organizations upon our referral, to positive and enthusiastic reviews. She also co-facilitated two workshops to assess our own Community Advisor pro bono outreach program. She asked piercing questions gently and affirmatively, helping us to focus our objectives towards achievable outcomes that yielded immediate results. She is a friendly, caring catalyst for positive change, and a deep thinker about how lives can be improved in our community. Susan, you are making a difference. We are very proud to connect people like you to causes that matter!

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