



“The consultative services provided by IBM for our strategic plan were used as a catalyst for our programming model. The facilitators were excellent and the leadership model positioned our agency to learn and become a greater asset to the communities that we serve.”

— Bob Robinson
North Carolina Workforce
Development Commission

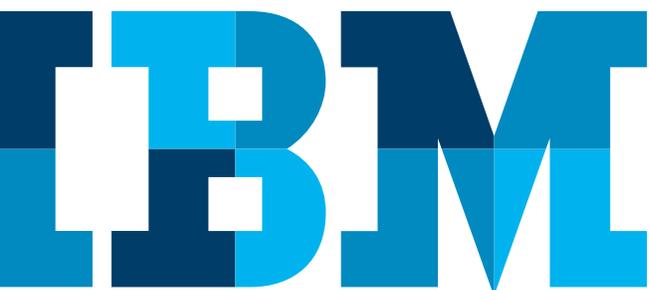
IBM Impact Grants

2014 Offerings



IBM's comprehensive approach to corporate citizenship aligns with our values and maximizes the impact we can have as a global enterprise. We focus our community engagement and corporate service programs on specific societal issues, including the environment, community economic development, education, health, literacy, language and culture. These are areas of urgent societal needs where we can apply IBM's technology and talent to solve problems.

IBM Impact Grants provide consulting expertise and software specifically designed to support educational and not-for-profit organizations in their efforts to serve our communities. The diversity of these grants allows IBM to deliver services and technology that meet the ever changing needs of the not-for-profit sector.



“IBM’s grant was very effective in surfacing the critical challenges we need to overcome to achieve true progress, as well as generating innovative ideas to help us meet those challenges. The final report provided at the end of the workshop has provided us with a great roadmap to guide strategic and productive growth.”

—LIM Tanguy,
The Law Society of Singapore

Capacity Building Offerings

By providing access to IBM technology, software and expert business consultants, we help not-for-profit organizations build capacity for future growth.

Leadership Development

Leadership & Collaboration: This workshop focuses on the most current and effective trends concerning leadership in today’s marketplace by emphasizing the importance of collaborative skills within not-for-profit organizations.

Leadership Styles, Coaching & Climate: Learn about two key areas that affect organizational performance: the situational use of leadership styles (with an emphasis on coaching) and a leader’s influence on organizational climate and the resulting performance.

Change Management

Leading Organizational Innovation: This workshop helps identify and support creative leaders within an organization, as well as considering the leadership risks of the new and unknown. Find out about an innovative process that can be used with the entire team.

Becoming a Leader of Change: This workshop focuses on increasing a leader’s awareness of necessary change management skills, and provides insights on how to effectively implement change within an organization.

Project Management

Project Management Workshop: This workshop shares IBM’s project management consulting expertise, combining education with hands-on application of concepts to the organization’s own projects. Prior project management experience is not required.

Project Review & Consultation: This mini-consulting engagement taps into the knowledge and expertise of senior IBM Project Managers, who examine an existing project within an organization in order to assess the effectiveness of current project management capabilities.

SmartCloud for Social Business

SmartCloud for Social Business is a collaboration suite that enables meetings for secure, quick and easy Web conferencing, communities, file sharing, e-mail, and net-working/collaborating. This “Software as a Service” hosted solution is accessible using a Web browser.

Small Business Resource Marketing Workshop

Ideal for not-for-profit organizations serving small businesses, IBM consultants help devise a plan to market free, critical resources available to them through IBM’s Small and Medium Enterprise Toolkit (SME Toolkit). This offering also provides insights on how to help entrepreneurs access critical tools to grow their business such as marketing, finance, human resources, legal, operations—all aspects of a thriving small business.

“By providing marketing expertise and strategies, IBM has enabled us to confidently reach out to new partners to spread Inspired Teaching’s instructional model and build a better school experience for students. This opportunity deepened our already strong relationship with IBM, and made us appreciate, even more, how IBM invests in its not-for-profit partners.”

—Aleta Margolis
Center for Inspired Teaching

Strategic Growth Offerings

Strategic growth solutions are tailored for organizations in the not-for-profit and education sectors, helping them succeed through executable strategies and deliver value through technology-enabled transformation.

Strategic Planning

Strategic Planning: This offering is designed to educate small/mid-sized organizations in a repeatable process to generate a high-level, draft strategic plan with prioritized initiatives for long-term missions.

Strategic Assessment: The Strategic Assessment grant provides consulting services to help a not-for-profit organization identify strategic gaps and obstacles to achieving its overall vision, mission, and goals.

Web Presence & Social Media

Social Media Strategy & Planning: This grant is designed to help a not-for-profit organization formulate and plan their social media strategy. IBM consultants provide guidance on how to build social campaigns, create strong identity and engagement, know and connect to your audiences, and understand leading practices with social platforms.

Social Strategies Accelerator: Ideal for organizations looking to expand their established social media presence, IBM consultants conduct an assessment of the not-for-profit organization’s current social sites, as well as customize the content of the grant based on the specific areas of concern and interest of the not-for-profit organization.

Website User Experience Assessment: This offering helps an organization evaluate the user experience of one website (typically the primary website), by looking at the website’s branding, look and feel, navigation, and content. The IBM team provides recommendations for improvement.

Digital Marketing Strategy Roadmap

This offering is designed to help not-for-profit organizations formulate a digital marketing strategy based on industry best practices, as well as an understanding of current not-for-profit and market trends, and how they tie into digital channels.

Technology Roadmap

IBM helps small/medium-sized not-for-profit organizations evaluate the state of their applications and/or technical operations with this grant offering.

Business Analytics Offerings

Predictive analytics helps organizations predict with confidence what will happen next so that they can make smarter decisions, solve problems and improve outcomes.

SPSS® Predictive Analytics

Predictive analytics examines an organization's existing data to uncover unexpected patterns and associations, and thereby help anticipate change and devise strategies that improve outcomes. This grant makes IBM's predictive analytics software, SPSS, available to not-for-profit organizations.

Brand Analysis in the Social Web

Social Media Analytics is a capability for monitoring and analyzing opinions and commentary drawn from online communities, forums and blogs. This offering is designed to help an organization better understand the opinions and motivations of their constituent base, as well as those of the general public.

IBM Impact Grants

For more information about IBM Impact Grants, please e-mail ibmgrant@us.ibm.com or contact your local IBM Corporate Citizenship & Corporate Affairs representative.



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