

# Mission-Driven Organizations & Associations Capability Statement



## WHO WE ARE

LBL Strategies is a Veteran-Owned Small Business (VOSB) delivering strategic planning and management, foresight, and performance excellence services to mission-driven organizations and associations. We partner with mid-sized businesses, foundations, healthcare and professional associations, tribal nations, and community-based organizations to strengthen leadership, align stakeholders, and translate strategy into meaningful, measurable impact.

Founded by strategy professionals, we combine private-sector discipline with a deep appreciation for mission, purpose, and long-term community outcomes.

**We help mission-driven organizations and associations move from strategic planning to performance excellence.**

## WHAT WE OFFER

LBL Strategies empowers mission-driven leaders and association executives to think, plan, and act strategically through:

- **Strategic Planning & Management Systems:** Design and implementation of integrated strategic management systems that connect vision, strategy, execution, and performance- helping organizations move from planning to sustained impact.
- **Performance Excellence (Baldrige-Aligned):** Application of the Baldrige Excellence Framework to strengthen leadership, align strategy with operations, and improve performance and results.
- **Foresight & Environmental Assessment:** Environmental scanning, trend analysis, and scenario planning to help organizations anticipate change and navigate evolving needs.
- **Leadership & Strategy Training:** Hands-on training in strategic thinking, planning, and performance excellence to build internal leadership capability.
- **Strategy Certification (IASP & GWU-CEPL Aligned):** Certification programs aligned with the International Association for Strategy Professionals (IASP), offered in collaboration with George Washington University's Center for Excellence in Public Leadership (GWU-CEPL), to build credentialed, strategy-capable leaders and teams.
- **Facilitation & Stakeholder Engagement:** Design and facilitation of inclusive, high-impact engagements that align diverse stakeholders- including boards, partners, and communities- and strengthen commitment to shared outcomes.





## WHY LBL STRATEGIES?

- **Strategy + Performance Excellence Integration:** We integrate strategic management with performance excellence – aligning vision, strategy, operations, and results. This ensures organizations and associations not only plan effectively but execute and continuously improve.
- **Deep Experience with Associations:** We understand the unique dynamics of associations – balancing member value, governance, stakeholder alignment, and long-term sustainability – particularly within complex sectors such as healthcare.
- **Mission-Aligned, Results-Oriented:** We recognize that success is measured by impact – not just activity. Our approach helps organizations and associations define, measure, and improve the outcomes that matter most.
- **Proven, Structured Methodologies:** Our work is grounded in industry-standard frameworks, including the Strategic Management Performance System (SMPS) and the Baldrige Excellence Framework.
- **Credentialed, High-Quality Delivery:** Our programs are aligned with IASP standards and delivered in partnership with GWU-CEPL, ensuring rigor, credibility, and practical application.
- **Trusted Partner to Leadership & Boards:** We work closely with executive teams, boards, and association leadership to build alignment, clarity, governance discipline, and long-term capability.

## MAKING IT EASY TO WORK WITH LBL

LBL Strategies combines enterprise-level strategic management capability with the responsiveness of a trusted small business. Our structured, Baldrige-aligned approach- combined with IASP-aligned certification programs and GWU partnership- ensures organizations and associations can engage quickly, build internal capability, and sustain results over time.



Empowering leaders to think, plan, and act strategically.

## RELEVANT EXPERIENCE

- Healthcare and professional associations focused on member value, industry leadership, and strategic positioning
- Community and regional leadership initiatives integrating strategy and performance excellence (e.g., Galesburg Community Foundation – Leadership Beyond Boundaries)
- Tribal and sovereign nation strategic planning and capability building aligned with long-term performance outcomes
- Mission-driven organizations advancing governance, stakeholder alignment, and organizational effectiveness using Baldrige-based approaches
- Higher education institutions advancing institutional effectiveness, and long-term strategic performance

## CONTACT US

Doug Maris, CEO

Email: [dmaris@lblstrategies.com](mailto:dmaris@lblstrategies.com)

Phone: 773.774.0240

Website: [www.lblstrategies.com](http://www.lblstrategies.com)