



# LEAP OF REASON

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## MANAGING TO OUTCOMES IN AN ERA OF SCARCITY

### *Leap of Reason* for Providers

Suggestions for management consultants, planners,  
executive coaches, evaluators, and software and services firms

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# ***Leap of Reason for Providers***

Management consultants, planners, executive coaches, evaluators, software and services firms, and other providers will find the suite of [Leap of Reason materials](#) and its message of high performance relevant to their market education, consultative sell, delivery of services, and client support efforts for their nonprofit and public sector clients.

The materials have demonstrated value for boards, staff development, organization building, implementation of performance-management systems, and, most of all, early indicators of changed thinking and provide third-party confirmation to augment and reinforce your programs. We hope you will find ways to incorporate the book and other materials into executive briefings, workshops, management and leadership training programs, and even your products and services.

"[Leap of Reason](#) is a terrific resource for nonprofit managers and board members, as well as social entrepreneurs, foundation leaders and informed individual donors.... As a consultant who often works on strategic plans and development roadmaps, I particularly value the savvy framework section and will undoubtedly use some of the key questions and models there in my work."

—Tom Watson, President and Founder, CauseWired

"The beauty of *Leap of Reason* is its clarity.... The book has hit a home run in the nonprofit community."

—[Help Your Nonprofit Take the Leap \(of Reason\)](#),  
National Council of Nonprofits

"*Leap of Reason* should be sent to every county executive in the country.... Every elected official that deals with nonprofits should read it."

—Tim Hagan, former County Commissioner, Cuyahoga County, Ohio

To facilitate your use of the Leap of Reason materials and encourage broad deployment and distribution, the book and materials are provided at no expense and come with a [liberal copyright provision](#) allowing unlimited reproduction and distribution for educational purposes. We request that you refrain from using any of the materials as sales collateral. The Leap of Reason team stands ready to help providers advance their work. Here are some suggestions to get you started:

## **To Generate Interest, Inspire Action**

- Jumpstart client meetings and discussions with short videos. The "[Relentless](#)" [five-minute highlight video](#) is a call to action in support of courageous nonprofit and public sector leadership and the need to act now.

## **To Educate and Inform**

- Provide individual copies of [Leap of Reason](#) (print or electronic) to current and prospective clients to introduce high performance, managing to outcomes, and navigating the era of scarcity. Sample newsletter articles, as well as a complementary suite of materials, including [Leap of Reason for Nonprofits](#) and [Leap of Reason for Government Agencies](#) are also available.
- Incorporate the topic of high performance using the book and/or related materials into briefings with executive and senior leadership. Numerous sources have cited "[Culture is the Key](#)," Chapter 3 of [Leap of Reason](#), of particular value for leaders seeking to nurture a performance culture.

## ***Leap of Reason for Providers***

- Share the “[Relentless](#)” speech. Viewers tell us the speech has opened up their thinking and, for some, jolted them to get more engaged in strengthening, even rethinking, their organizations, which can launch opportunities for your services and solutions. The speech is available in a [five-minute highlight video](#), [PDF download of prepared remarks](#), [streaming video](#) and [podcast](#) formats.
- Share [Working Hard—and Working Well](#) by David E.K. Hunter with your clients. The book is a sleeves-rolled-up companion to [Leap of Reason](#) and a resolutely practical guide to developing the discipline and culture of performance management.

### **To Introduce Your Competencies and Capabilities**

- Use the “[Ideas into Action](#)” section in [Leap of Reason](#), which provides a framework to help your clients plan for and evolve to the practice of managing to outcomes. If clients are wondering “What should I do?” or “How do I get started?” then answering the questions with their board, management, and staff provides a structured approach to set them on the path to managing to outcomes and high performance. Answers to the questions will also give providers an idea of what initiatives and services they might suggest to move the organization to the next level. Our website, [LeapofReason.org](#), also offers a host of references for learning more about the what, how, and why of suggested actions.

These references may be of additional help to clients:

- [The Nonprofit Outcomes Toolbox](#) developed by Robert M. Penna, Ph.D. is a highly useful guide to outcome thinking.
- [Rigorous Program Evaluations on a Budget: How Low-Cost Randomized Controlled Trials Are Possible in Many Areas of Social Policy](#), published by the [Coalition for Evidence-Based Policy](#), makes a compelling case that gathering “gold standard” evidence doesn’t have to cost a fortune.
- [PerformWell](#), a collaborative effort initiated by [Urban Institute](#), [Child Trends](#), and [Social Solutions](#), provides measurement tools and practical knowledge that human services professionals can use to manage their programs’ day-to-day performance, which leverages research-based findings that have been synthesized and simplified by experts in the field.

Some providers have used the books as a contest prize or as a thank you gift for responding to a survey or attending a seminar/webinar. Others have posted free book offers on their website, blog, or newsletter as a service.

### **Next Steps**

We’re happy to speak with you about the ways we could support the incorporation of [Leap of Reason](#), [Working Hard—and Working Well](#), and the growing base of related materials into your own work. Cheryl Collins, co-editor of the book, leads our outreach and distribution efforts and may be reached at [info@leapofreason.org](mailto:info@leapofreason.org). We look forward to hearing about the progress you are making in your work; we encourage you to [share what you and your clients are learning](#) along the way.