IBM®

> *"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
Offering Portfolio

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 community economic development, education, health, literacy, and social services. These are areas of urgent societal need 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.

Capacity Building Offerings
By providing access to IBM technology, software and expert business consultants, we help 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 organizations.

"IBM's grant was very effective in surfacing the critical challenges we need to overcome to achieve true progress, as well as in 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

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 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. Learn 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: Concepts and Consultation

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.

IBM Connections

IBM Connections is a collaboration suite that enables meetings for secure, quick and easy Web conferencing, communities, file sharing, and networking/collaborating. This "Software as a Service" hosted solution is accessible using a Web browser, and is also available via mobile app, giving teams on the move better accessibility.

Small Business Resource Marketing Workshop

(Not available in the United States of America)
Leveraging IBM's Small and Medium Enterprise Toolkit (SME Toolkit), ideal for organizations serving small businesses, IBM consultants help devise a plan to market free, critical resources available to entrepreneurs. This offering also provides insights on how to help small business owners access critical tools in the SME Toolkit to help their businesses thrive—tools such as marketing, finance, human resources, legal, and operations.

"The workshop raised awareness at Safe Horizon about better ways and practical tools to manage complex projects — and not only the ones covered in the session. This will have a real impact on our organization."

—Ariel Zwang, Safe Horizon

Strategic Growth Offerings

Our strategic growth solutions are designed to help organizations succeed through executable strategies and delivering value through technology-enabled transformation.

Strategic Planning

Strategic Planning: This offering is designed to educate small and mid-sized organizations in a repeatable process to generate a high-level, draft strategic plan with prioritized initiatives that help the organization achieve their mission and vision.

Strategic Assessment: The Strategic Assessment grant provides consulting services to help an 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 an 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, this offering provides an assessment of the organization's current social sites. IBM consultants customize the content of the grant based on the specific areas of concern and interest to the 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 organizations formulate a digital marketing strategy based on industry best practices, and gain an understanding of current not-for-profit and market trends and how they tie into digital channels.

Technology Roadmap

IBM helps small to medium-sized organizations evaluate the state of their applications and/or technical operations with this grant offering, focusing on one or two specific objectives. Organizations receive a roadmap outlining a recommended approach to implementing the technologies discussed.

"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

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.

Leading with Data

This analytics offering is designed to help an organization gain a deeper understanding of how to leverage data in furthering programmatic and mission-related results. IBM consultants help an organization assess current capabilities, along with longer-term goals where data can assist, resulting in a customized and actionable data and analytics roadmap.

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 Statistics Premium, available at no cost to not-for-profit organizations and schools, and includes multi-day desk-side training by IBM expert trainers to get your organization jump started with basic analysis and modeling.

Watson Analytics Professional Edition

This cloud-based offering provides an organization with tools to analyze recipient, donor, funding, and volunteer data, as examples, to determine ways to improve the effectiveness of programs. This software includes automated data visualization and predictive analytics to discover insights and answers in the organization's data. A recipient also has the ability to tap into Twitter and, with Watson Analytics' cognitive ability, see the sentiment behind every tweet. Coupled with an intuitive interface and natural language processing, an organization will be able to dive into their data with enhanced exploration, predictions and views. Capabilities on the cloud enable users to use advanced analytics in minutes with no training, or software to install.

Social Media Analytics

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.

Analytics Assessment & Insights

Ideal for organizations with limited data analytics experience and capabilities, this grant focuses on a specific area of concern, by examining and gaining insight from one, or more, existing datasets to inform and improve decision-making.

"The SPSS software donation from IBM has greatly enhanced our analytical capabilities, enabling CAMBA to improve our program evaluations and performance management. We were particularly impressed with the training that accompanied the SPSS software donation, which significantly improved our staff's ability to maximize the benefits of the software."

—Joanne M. Oplustil, CAMBA

Security & Resiliency Offerings

Organizations large and small need to consider the potential impacts of unforeseen threats, such as disasters and cyber vulnerabilities, and they need to have plans in place to reduce the impact of these events.

Disaster Readiness Planning Workshop

This workshop assists organizations in developing or improving their disaster preparedness plans, by exploring the principles of continuity planning and delivering evaluation tools, guidance and best practices.

Hacker Vulnerability Assessment

An IBM security consultant assesses and documents security exposures that may be used to infiltrate an organization's network, and provides a recommendations report to mitigate identified risks.

Urban Disaster Resiliency Assessment

Cities awarded this special grant will work with IBM consultants to complete an in-depth assessment that illustrates how disaster resilient they are across multiple departments and operations. Consultants use a comprehensive tool based on IBM's resiliency methodology and the United Nations International Strategy for Disaster Reduction's City Resiliency Scorecard, created by IBM and AECOM. The resulting assessment will help the city to develop a baseline of where it is strong or vulnerable, and where it needs to devote attention and investment to improve its disaster resiliency.

Customized Offerings

IBM's Impact Grants program provides several unique offerings tailored for specific organizational needs. Interested organizations must submit compelling proposals to be considered for these offerings. Your local Corporate Citizenship & Corporate Affairs Manager can help facilitate this process and dialogue, to determine applicability for your organization.

Discovery Grant

This offering helps an organization assess a current business or technology challenge, resulting in the delivery of a findings document designed to help assess options for a go-forward strategy, as well as a framework to implement the recommendations.

"IBM's Custom grant was invaluable in helping us assess how we can address the challenges of retiring many legacy systems; migrating and collecting new data in our systems; and understanding where we need better business rules, areas of ownership, and best practices. The consultants took a holistic approach in working with us, which contributed to the success of the output from this grant."

—Ken Murdoch, Save the Children

Custom Grant

In some instances, an organization may have a need which our standard packaged offerings are not able to address. Custom grants provide specialized consulting services to address these unique needs.

Veteran Employment Accelerator

Leveraging IBM's data analytics experts and i2 fraud analytics software, this grant provides transitioning military veterans with desk-side software training and certification as data analysts, as well as job placement assistance in the fast growing field of data analytics.

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