



INNOVATION WORKS® CASE STUDY

STRATEGY FOR MANAGED ORGANIZATIONAL GROWTH



The Challenge

The Community Support Network (CSN) had been serving over 150 developmentally disabled adults in Madison, WI, through enrichment and employment support services. But like many small nonprofits, CSN was stretched thin, staff were overextended, and leadership was under pressure. Then COVID-19 nearly shut the organization down entirely.

CSN weathered the storm and emerged intact. Now operating with a smaller team and serving fewer clients, the organization is ready to rebuild, with a focus on deeper partnerships, higher-quality services, and stable funding to support sustainable, intentional growth.

The Innovation Works® Approach

To guide this next chapter, CSN's board and leadership team participated in a two-day Innovation Works® session focused on strategic rebuilding and growth.

During the session, the team:

- Mapped current vs. ideal programming
- Analyzed relationships with partners and funders
- Built development strategies aimed at stabilizing and growing funding

Interactive, game-based ideation sessions sparked creativity and collaboration, helping the team explore new ideas for building strategy and thinking about key partnerships.

The Outcome

CSN left the session with a shared understanding of its revenue model, organizational needs, and partnerships. With greater clarity and alignment, the team made key decisions about the future size and scope of their programs and outlined a path for sustainable growth. This led to the creation of a set of strategies with a clear implementation plan and progress indicators.

"The two-day strategy session with The Innovation Lab helped CSN identify new revenue opportunities, enhance program impact, and reimagine development strategies. It was a great chance to work together, and we left feeling inspired and ready to take action."

Caroline Bowers Executive Director