

A photograph of a snow-capped mountain peak, likely the Matterhorn, under a cloudy sky. The image is partially obscured by a large, diagonal teal graphic element that runs from the top left towards the bottom right.

# STRATEGIC PLANNING

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CLIMB HIGHER. TURN VISION INTO ACTION



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# YOUR DIRECTION. OUR STRATEGY. WE'LL HELP YOU CLIMB

9 Mountains gives charities the clarity and structure to turn good ideas into real-world impact. Whether you're planning for growth or just trying to get out of the weeds, we help you set goals, define strategy and stay on track.



## MAKE YOUR NEXT MOVE COUNT

Your charity was born from a big idea, but translating vision into daily operations is tough. Without a clear plan, resources get stretched, teams lose focus, and progress stalls. Whether you're chasing funding, expanding services, or just trying to regain momentum, strategy matters.

We help you build a bold, achievable roadmap, supported by insight, not instinct.

## OUR PRINCIPLES: THE FOUNDATION OF SUCCESS



### EXPERTISE THAT MATTERS

We combine senior-level strategic experience with hands-on delivery support. Our team doesn't just write strategies—we help implement them.



### ECONOMIES OF SCALE

You'll get a dedicated team without the cost of hiring one. From planning to delivery support, we make expert input affordable.

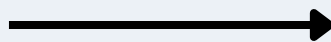


### PAY AS YOU GO MODEL

Whether you need a full strategic overhaul or just a session to get unstuck, our services flex to your size, goals, and timeline.



Our team goes beyond traditional services by analysing your existing challenges.



We provide tailored solutions to address them effectively.



# VISION, MISSION & STRATEGIC OBJECTIVES

## STAY ON TRACK WITH 9 MOUNTAINS



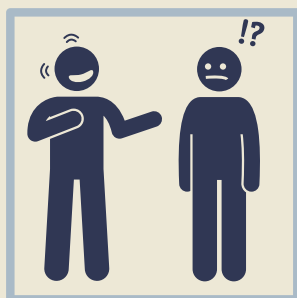
Incoherent or unclear purpose?



We facilitate sessions to refine your vision, mission, and long-term aims.



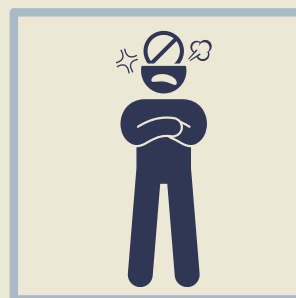
No shared understanding across the team?



We create clear, actionable objectives everyone can get behind.



Struggling to prioritise work?



We help align activities with your big-picture goals.

## MOVE WITH PURPOSE. LET 9M SHOW YOU THE WAY

Without a strong vision and mission, strategy falls flat. We bring your team together to define what really matters and what needs to happen next. The result? A clear sense of direction, sharper focus, and a stronger case to funders, boards and beneficiaries.

Cost: £1,500

Timeline: 2-3 weeks



# BUSINESS & DELIVERY PLANS

## FIND YOUR PATHWAY WITH 9 MOUNTAINS



No clear plan to deliver your mission?



We help turn high-level strategy into a practical business or delivery plan.



Overwhelmed by competing priorities?



We build structured plans that organise your workload and resources.



Struggling to track progress?



We include milestones, outputs, and indicators to support implementation.

## TRUST 9M TO GUIDE YOUR JOURNEY

Too many strategies gather dust. We help you translate your goals into practical, well-sequenced plans, so you can act with purpose, adapt as needed, and show progress clearly to trustees and funders alike.

Cost: From £1,500

Timeline: 1-2 months



# MEASUREMENT & PERFORMANCE METRICS RISE TO YOUR GOALS WITH 9 MOUNTAINS



Unclear how to measure progress?



We define realistic, relevant KPIs for your programmes and strategy.



Need a framework for internal monitoring?



We design simple systems to track activity, progress, and outcomes.



No tools or capacity to collect data?



We set up low-cost tools and train your team to use them effectively.

## TOGETHER WITH 9M, SCALE EVERY CHALLENGE

You can't manage what you don't measure. We help you set meaningful targets and track progress using simple, effective systems. From dashboards to board reports, we'll help you demonstrate performance and make data-driven decisions.

Cost: From £750

Timeline: 3-4 weeks



# STRATEGIC REVIEWS & EVALUATION

## TRUST YOUR NEXT MOVE

### WITH 9 MOUNTAINS



Current strategy outdated or unused?



We review your strategy, assess delivery and recommend adjustments.



Change in leadership or context?



We provide an external perspective to help refocus and realign.



Need evidence to guide the next phase?



We evaluate progress and support forward planning.

## IN EVERY FALL THERE'S A RISE. TRUST 9M

When things change or stop working, you need to regroup. We provide honest, constructive insight into what's working, what's not and where to go next. Whether you're mid-strategy or at a crossroads, we'll help you make smart, informed choices.

Cost: From £1,250

Timeline: 1-2 months



# ADMIN SUPPORT & VIRTUAL DELIVERY TEAM GET YOUR STRENGTH BACK WITH 9 MOUNTAINS



Lack of admin support?



We provide a flexible virtual team to help implement and manage plans.



Important work falling through the cracks?



We help facilitating delivery sessions, tasks, and timelines to keep you on track.



Too much on the CEO's plate?



We take operational strain off leadership, so they can focus on the big picture.

## LET 9M FREE UP YOUR TIME FOR WHAT REALLY MATTERS

Strategic plans often fail not because they're wrong, but because there's no time to deliver them. We offer practical delivery support, from supporting task coordination to tracking actions and managing delivery plans. Think of us as your virtual programme team - getting things done while you lead the way.

Cost: From £500/month

Timeline: Ongoing or project-based



# VIRTUAL CEO SUPPORT HIRE HIGH-CALIBRE LEADERSHIP WITH 9 MOUNTAINS



Founder ready to step back?



We offer interim or ongoing CEO support to lead during transition periods.



Funder has no time to handle operations?



We let the subject expert stay front-of-house while we manage the back.



Struggling to recruit a high-calibre CEO?



We provide high-performing strategic leadership that delivers more in less time, so you get better outcomes without the overhead.

## LET 9M HANDLE THE WORKLOAD FOR YOU

Not every charity has the capacity or the need, for a full-time CEO. But strong leadership is non-negotiable. We provide experienced, sector-savvy virtual CEOs who can lead your organisation through change, growth, or stabilisation. Whether you need short-term support or a long-term solution, we'll steer strategy, lead operations and ensure your team is aligned and equipped to succeed.

Cost: From £2,000/month

Timeline: Short or long-term support available



# HOW TO WORK WITH US

## YOUR JOURNEY TO THE SUMMIT CONTINUES HERE



"WE FINALLY FEEL LIKE WE'RE CLIMBING WITH PURPOSE!"

Partnering with 9 Mountains has transformed our charity. They didn't just advise—they became part of our team. With expert support in fundraising, strategy, and operations, we've gained clarity, confidence, and real momentum. For the first time, we're climbing with purpose—and not alone.

— Jo Early, CEO of SAMM National



## LET'S CLIMB THIS MOUNTAIN TOGETHER

Whether you're starting out or ready to grow, 9 Mountains helps you develop a smart, sustainable strategic plan tailored to your ambition. Book a session to explore your challenges, and we'll connect you with the right experts. We know the climb is tough, but the view from the top is worth it. Together, we'll map the best route to reach your peak goals.

## CONTACT

Get in touch to book your free appointment and take the first step toward elevating your charity to new heights.

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To explore more ways 9 Mountains can support your charity, including our full range of services and other mountains, visit our website.

🌐 [www.9mountains.co.uk](http://www.9mountains.co.uk)

