



3766 Fort Ave.
Lynchburg, VA 24501
<https://SynerVisionLeadership.org>
888.398.8471

**Nonprofit Solution Mapping Template with Directions –
Hugh Ballou, Russell Dennis, and Dr. David Gruder**

Problem: The “Why”

Existing Alternatives:

Solution:

Target Clients (Market):

Unique Value Proposition (UVP) & Unfair Advantage:

UVP

Unfair Advantage

Core Values:

Vision Statement (Concept):

Mission Statement (Application):

Guiding Principles for Decision-Making and Culture Creation:

Desired Outcomes:

Long-Term Objectives:

Short-Term Goals:

Key Action Items/Tactics:

Budget and Cash Flow Projections:

Funding Figures & Pathway(s):

Channels:

Leadership Skills & Gaps (Leader and Team):

Competencies Needed:

Progress Metrics, Accountability, Sequencing Refinements, Culture Development:

Other