PSM
TECHNOLOGY | TALENT

Driving IT Transformation for Nonprofit Growth

Case Study

Overview

A mid-sized nonprofit contacted us to address significant IT challenges, including a lack of strategic direction, fragmented technology systems, and outdated infrastructure. While the IT team was experienced, they were hampered by a reactive support model, and a lack of strategic vision for technology.

Over 12 weeks, we conducted a thorough assessment of the nonprofit's IT operations, collaborating closely with organizational leadership and IT staff to identify and address cultural, organizational, and technological gaps. This process culminated in the development of a comprehensive IT strategy and multi-year roadmap, positioning IT as a strategic enabler within the organization. The successful engagement established PSM as a trusted advisor in the nonprofit's ongoing technology transformation.

Challenge

The nonprofit faced significant obstacles in utilizing technology to its full potential. The lack of an overarching IT strategy led to inefficiencies and reinforced the view of IT as a support function rather than a strategic enabler and business partner. Additionally, fragmented technology systems created silos that hindered collaboration and innovation across the organization.

Cultural and organizational dynamics further complicated progress. IT had not been a focus area for investment, which created challenges in aligning technology initiatives with the organization's growth and evolving needs. Leadership recognized the need for change but required support to develop and execute a cohesive strategy that integrated IT into their broader mission and objectives.

Solutions

We began with a detailed discovery process, conducting interviews across the organization to assess the current state of IT operations. This included evaluating infrastructure, identifying gaps in systems, and understanding the challenges faced by the IT team and other stakeholders. Our analysis extended beyond technology to examine the cultural and organizational factors influencing IT performance.

Based on these findings, we partnered with organizational leadership to develop a comprehensive IT strategy and multi-year roadmap. This roadmap outlined projects and initiatives to modernize the organization's infrastructure, systems and processes to align IT strategy with leadership's priorities. We also collaborated closely with organizational leadership to ensure buy-in and facilitate difficult but necessary conversations around IT investment and structural change. Additionally, we provided interim IT leadership to execute the strategy and lead the transformation.

Key Takeaways
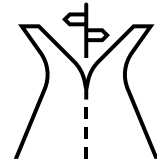
The results of this engagement were transformative for the nonprofit. For the first time, the organization had a clear IT strategy and roadmap, empowering leadership to view IT as a strategic partner rather than an operational support function. This shift improved alignment between leadership and the IT team, resulting in higher morale and better collaboration across departments.

This project underscored the importance of tailoring IT solutions to each nonprofit's unique needs. We recognized that while many nonprofits have skilled staff, they often lack the capacity or expertise to design and execute IT strategies effectively. By providing both strategic guidance and hands-on leadership support, PSM helped the organization overcome cultural and operational challenges.

As a result, PSM has become a trusted advisor for the nonprofit, contributing to ongoing IT strategy and leadership development. This partnership highlights PSM's commitment to enabling nonprofits to achieve their missions through strategic and transformative technology solutions.