

## HIGHER LOGIC | Monthly Strategic Coaching

Creating a **thriving community** doesn't happen overnight. As a leader in online community software, the Higher Logic team understands the resources and processes that make a private online community successful. With our **Monthly Strategic Coaching** package, our experienced community managers will work with your team to **improve** and **report** on your community's success.



### This monthly coaching package\* includes:

#### Community Discovery Call + Audit

Together, you and a Higher Logic Community Manager will uncover your organization's goals for the community and conduct an audit of existing user engagement initiatives.

#### Annual Strategic Planning Meeting [On-site]

We will join you on-site and in-person to meet the participants involved in your process and review organizational, team, and individual goals, determining the highest impact areas to focus on when developing the community strategy. We'll leave the meeting with a drafted strategic plan that leverages the Higher Logic community platform to achieve your organization's desired outcomes.

#### Strategic Plan + Project Management

The Community Manager will finalize a strategic plan including goals, desired outcomes, tactics, and recommended KPIs to encourage user engagement and achieve business goals. We'll create a project management system with a record of deliverables aligned to the strategic plan to help drive execution.

#### Virtual Check-In Meetings

Monthly virtual meetings with Higher Logic and your Community Manager will iterate on the strategic plan. We'll review tactics employed over the last month, determine their impact, and adjust and refine strategy based on results. We will make recommendations to leverage engagement tactics for the coming month based on industry best practices and case studies.

#### Mid-Year Strategy Review

Your internal team of community stakeholders, along with a Higher Logic Community Manager(s), will review the strategic plan developed at the in-person, on-site meeting and make any revisions based on findings from the last six months, incorporating any organizational changes, new business goals, or new Higher Logic functionality.

#### Quarterly Reporting on Impact Metrics

Higher Logic will provide quarterly executive summaries to communicate the community's impact to organizational leadership.

\* The Monthly Community Coaching package requires a minimum 12-month contract.