

# ***Blueprint for Impact: Alumni Engagement on a Napkin***

**Lilienthal Advisors, United  
States of America**



**Daniel Lilienthal**



**10<sup>th</sup> Anniversary  
8-9 May 2025  
Porto  
Portugal**



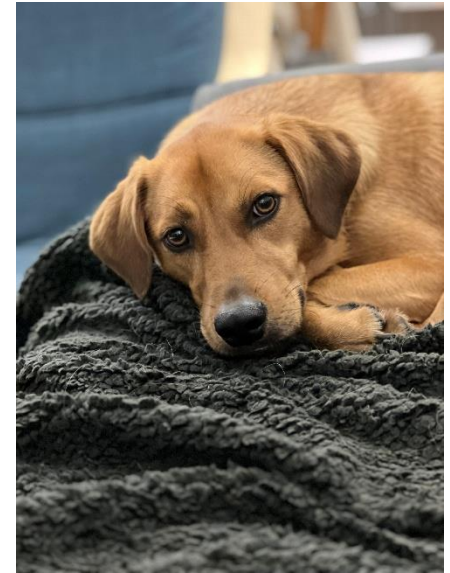
# Goals for Today

- Draw 4 strategic diagrams (on a napkin, or index card)
- Use our drawings to spark reflection on our alumni programs
- See a “blueprint for impact” for you to consider for your conversations later

## LILIENTHAL ADVISORS

### 5 Facts About Me:

- \*I am founder and CEO of Lilienthal Advisors**
- \*I live in New York City.**
- \*I have an awesome dog named Sadie.**
- \*This is my first iCARE Conference!**
- \*I have been involved with an organization called Outward Bound for 20+ years, as a student, instructor, alum, and now a consultant. It is the reason I do this work.**



10<sup>th</sup> Anniversary  
8-9 May 2025  
Porto  
Portugal



# What I do

I help organizations strengthen and scale outcomes by integrating alumni engagement into their core mission.

- Coaching and Consulting
- Research and Writing
- Program Design
- Advocacy and Education
- Workshops

## Why Draw It on A Napkin?

“Drawing is a thinking process. If you want to think more clearly about an idea, draw it.”

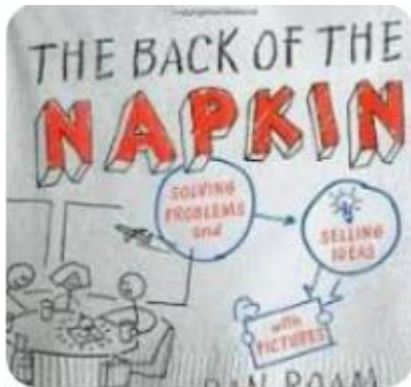
-Dan Roam

## Brainstorm

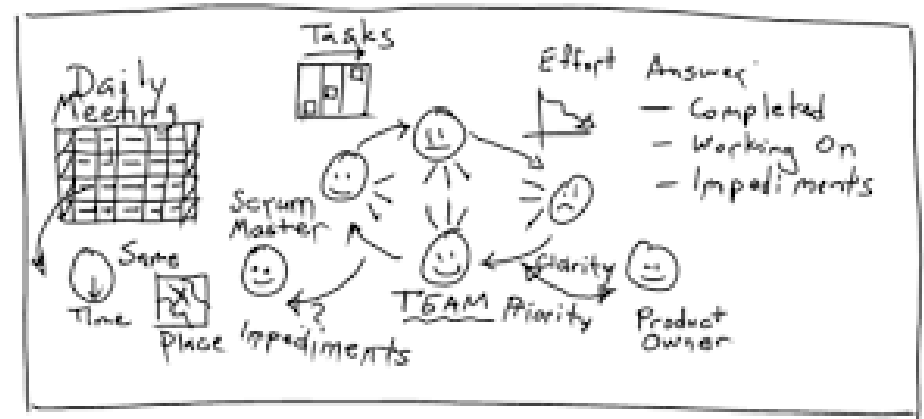
## Map processes

## Explore trends

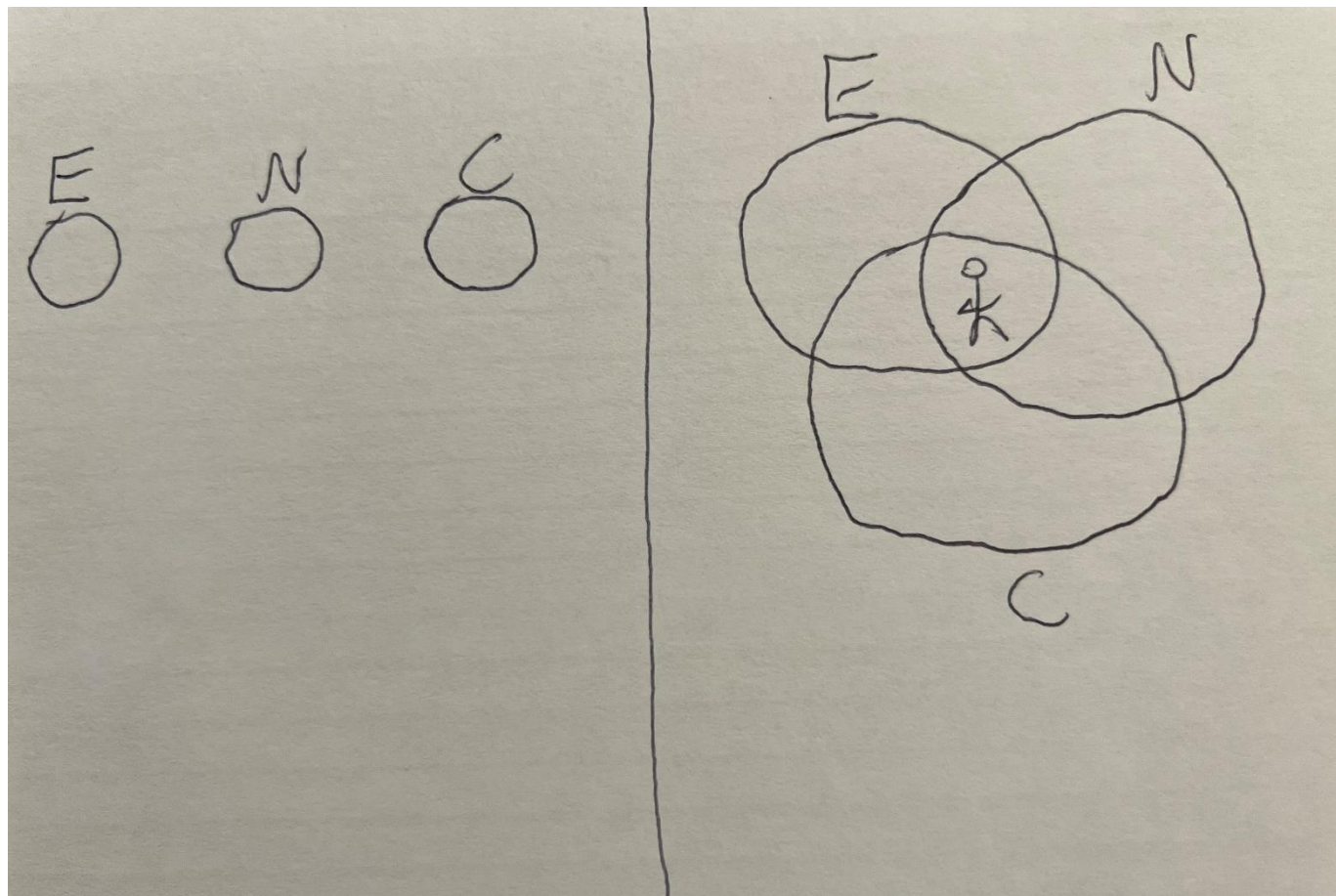
## See systems



Daily Stand-up

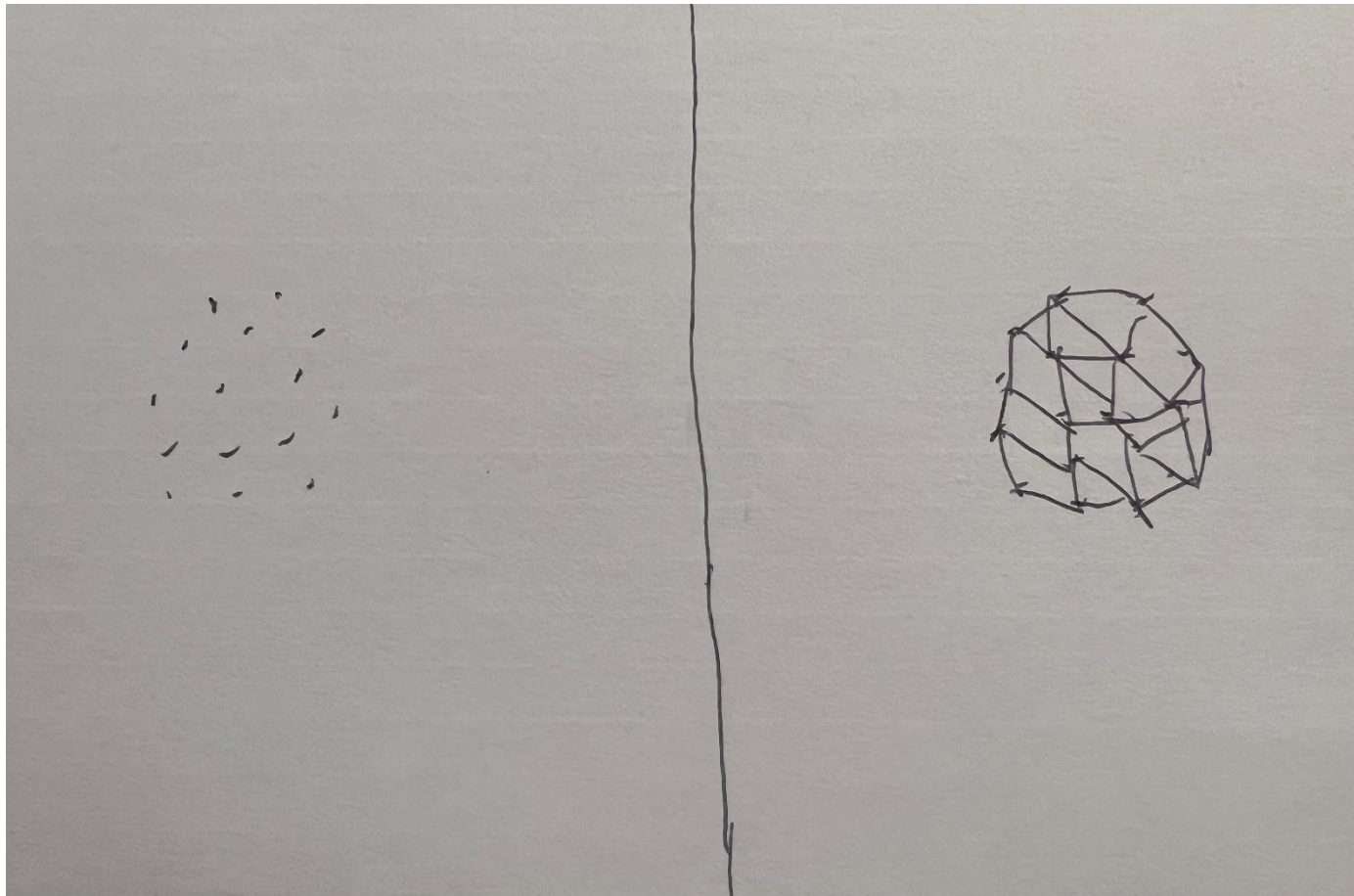


How integrated are you events, networks & communications?

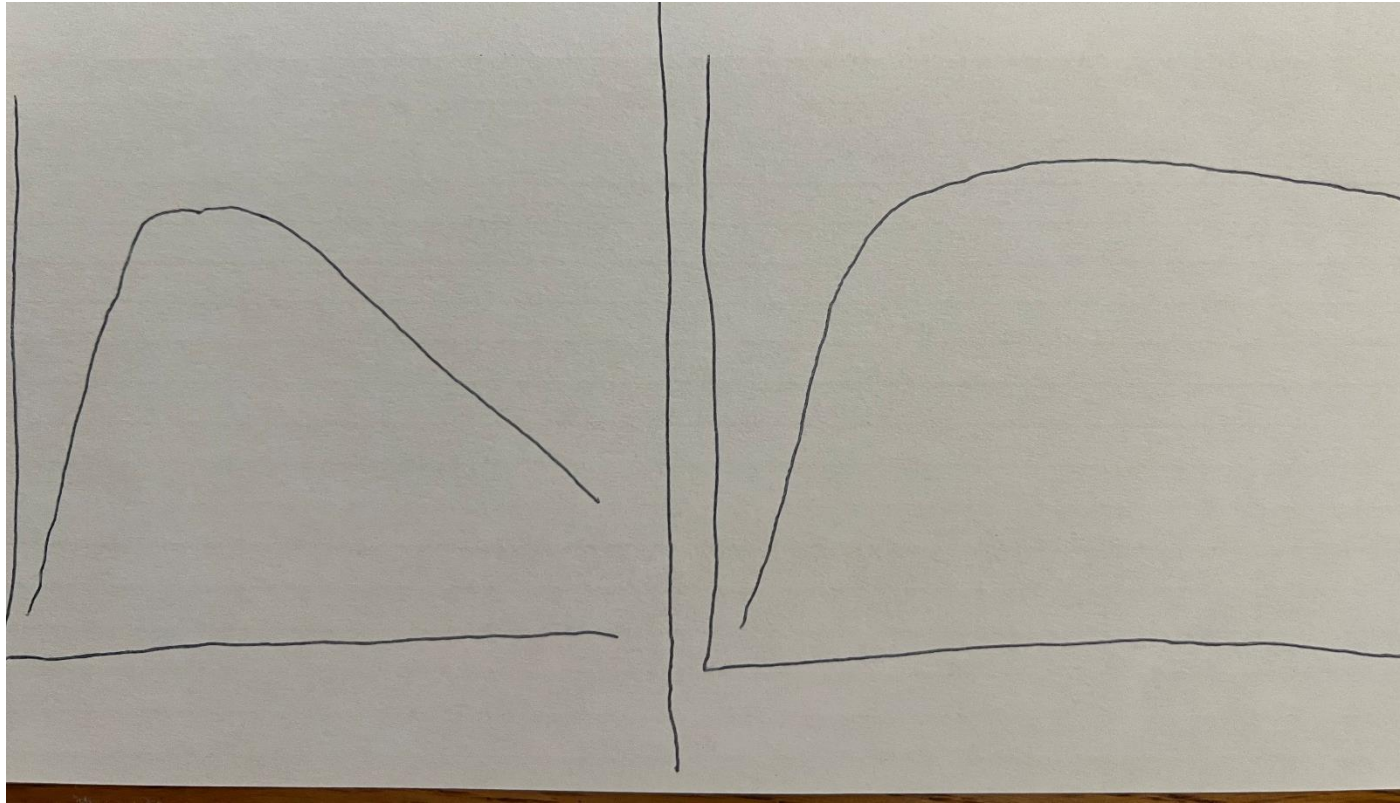




How connected and networked is your alumni community?

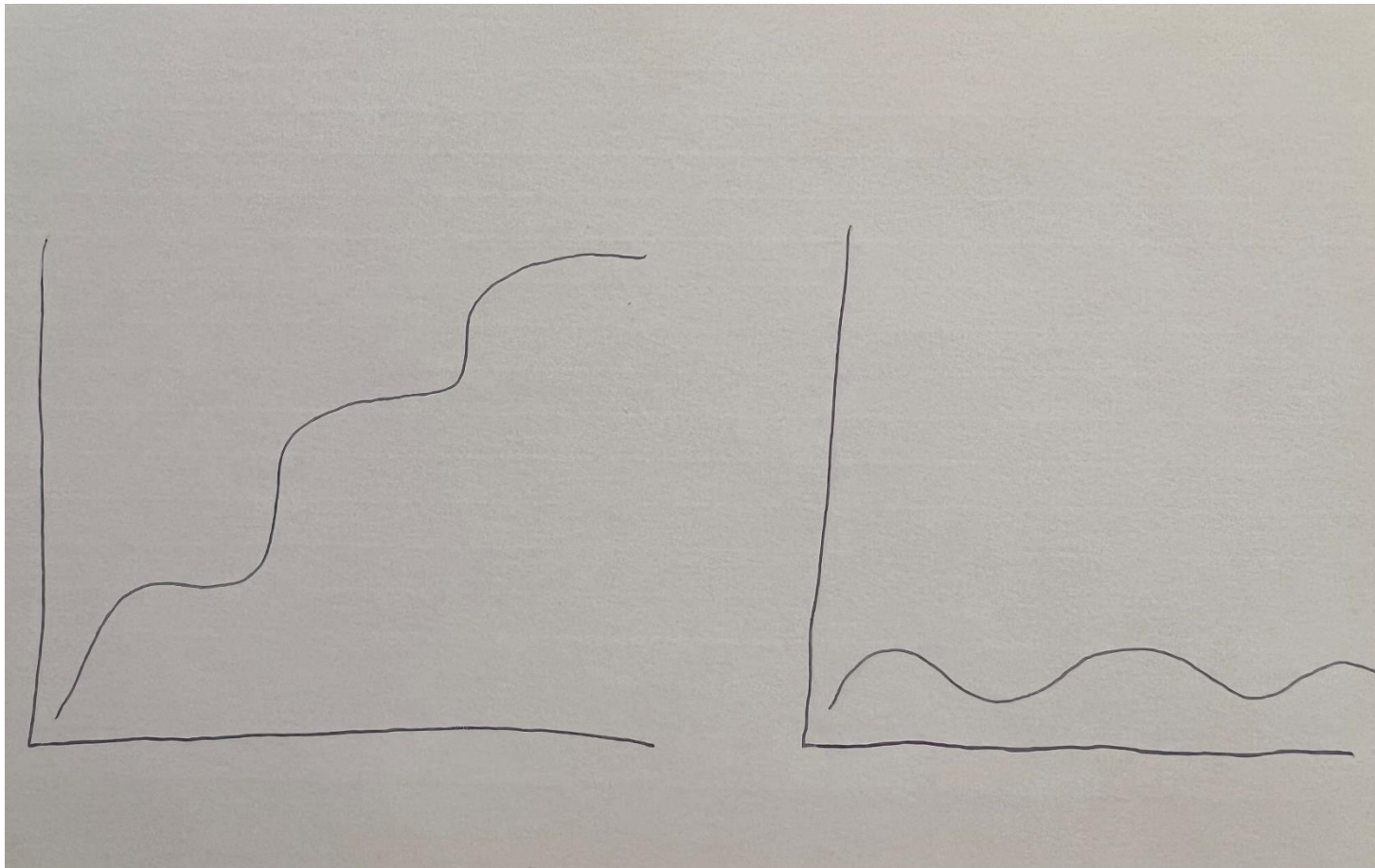


How relevant is your program for participants over time?



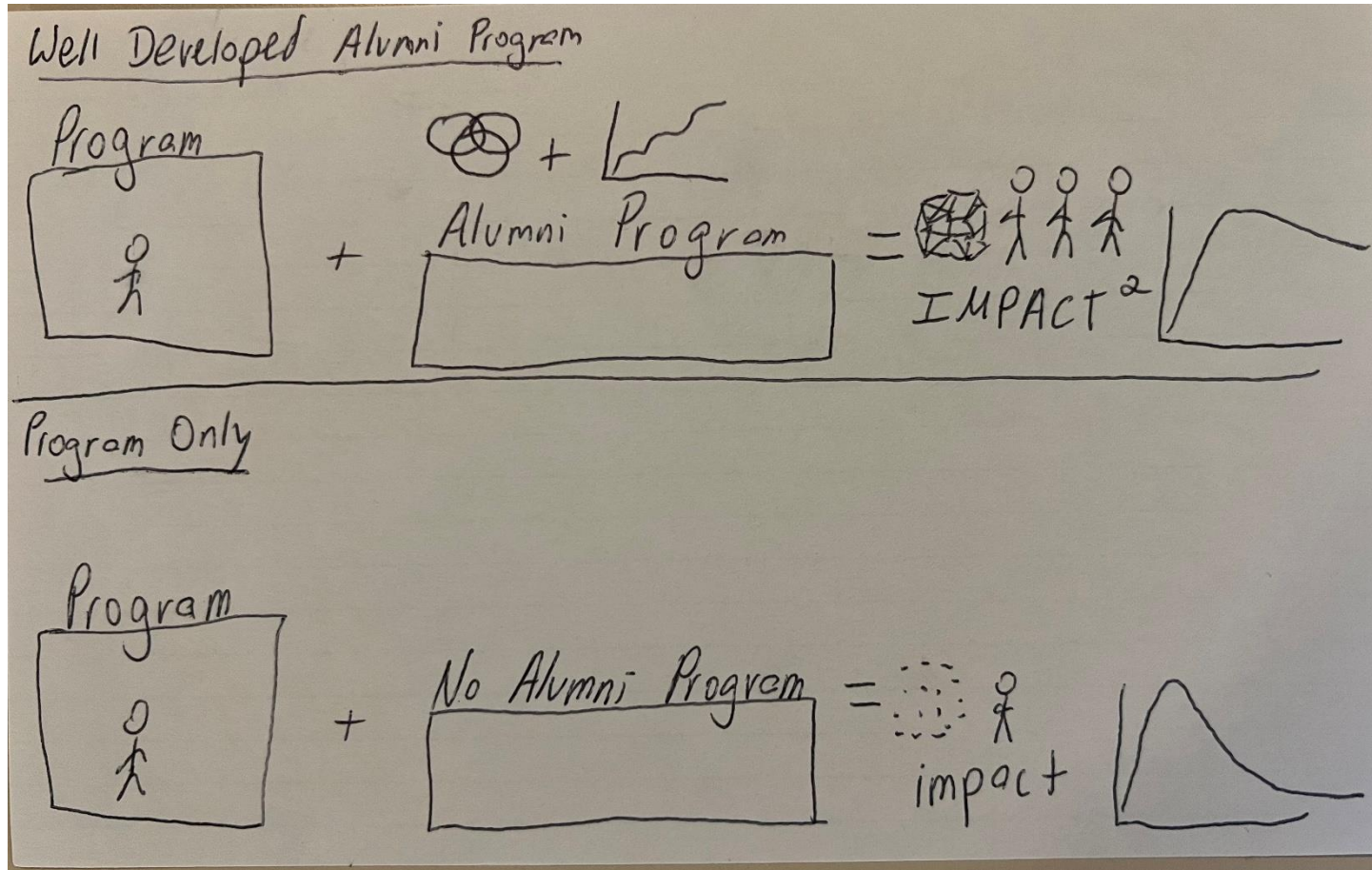


Is your organization building outcomes year-over-year in its alumni programming?



Your core program creates impact (this is good!) but....

Your core program PLUS your well-Developed Alumni Program creates  
MORE IMPACT & WITH LONGER-TERM OUTCOMES (this is better!)

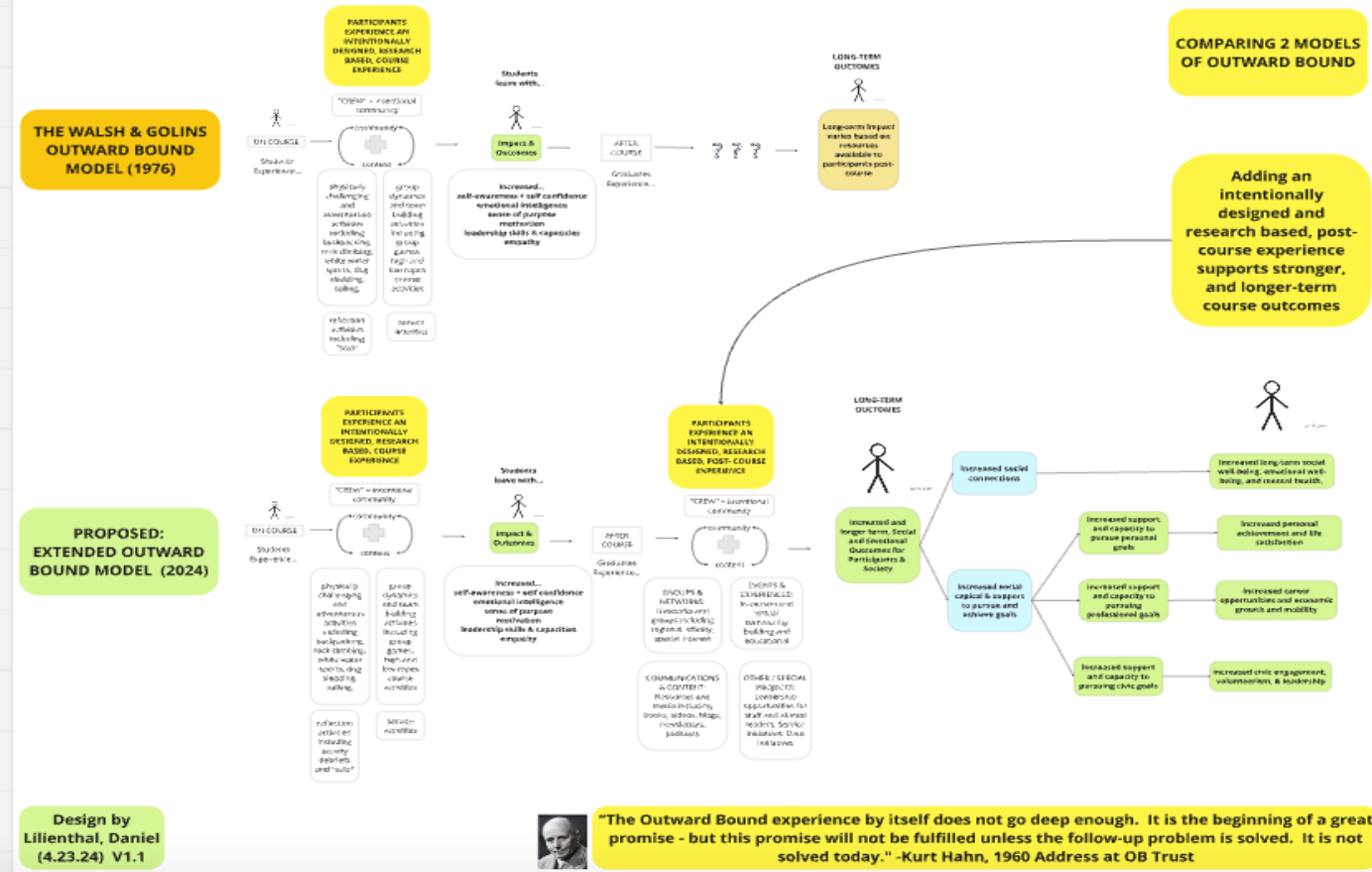


YOUR  
BLUEPRINT FOR  
IMPACT!!!

Drawn on a  
napkin!

# Using Miro Boards to Draw...

Extended Outward Bound Model (Lilienthal, 2024)





10<sup>th</sup> Anniversary  
8-9 May 2025  
Porto  
Portugal

