

Blueprint for Impact: Alumni Engagement on a Napkin

Lilienthal Advisors, United
States of America



Daniel Lilienthal

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



ICARE ALUMNI
INTERNATIONAL CONFERENCE ON ALUMNI RELATIONS

10th Anniversary
8-9 May 2025
Porto
Portugal

CEOS.PP
CENTRE FOR ORGANISATIONAL AND
SOCIAL STUDIES OF POLYTECHNIC OF PORTO

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.



What I do

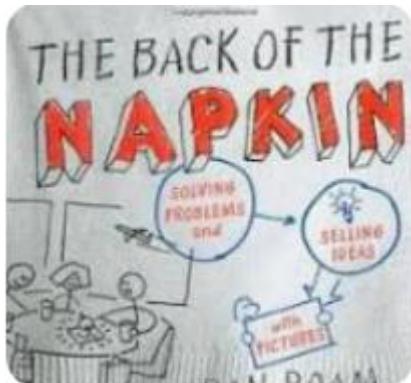
I help organizations strengthen and scale outcomes by integrating alumni engagement into their core mission.

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

Why Draw It on A Napkin?

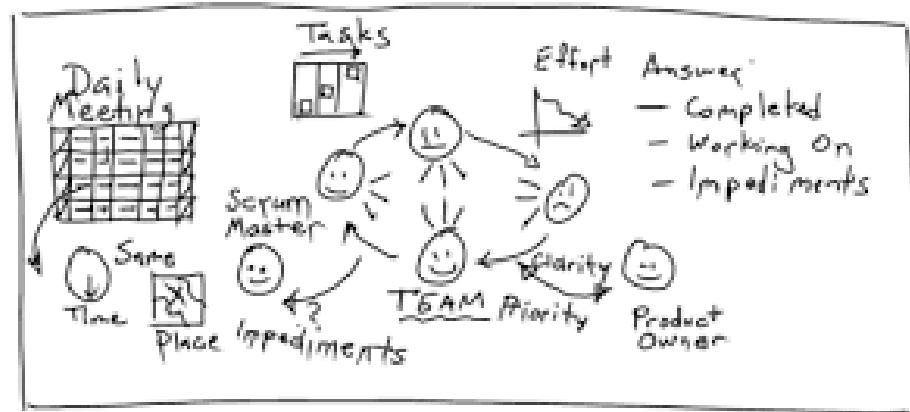
“Drawing is a thinking process. If you want to think more clearly about an idea, draw it.”

-Dan Roam

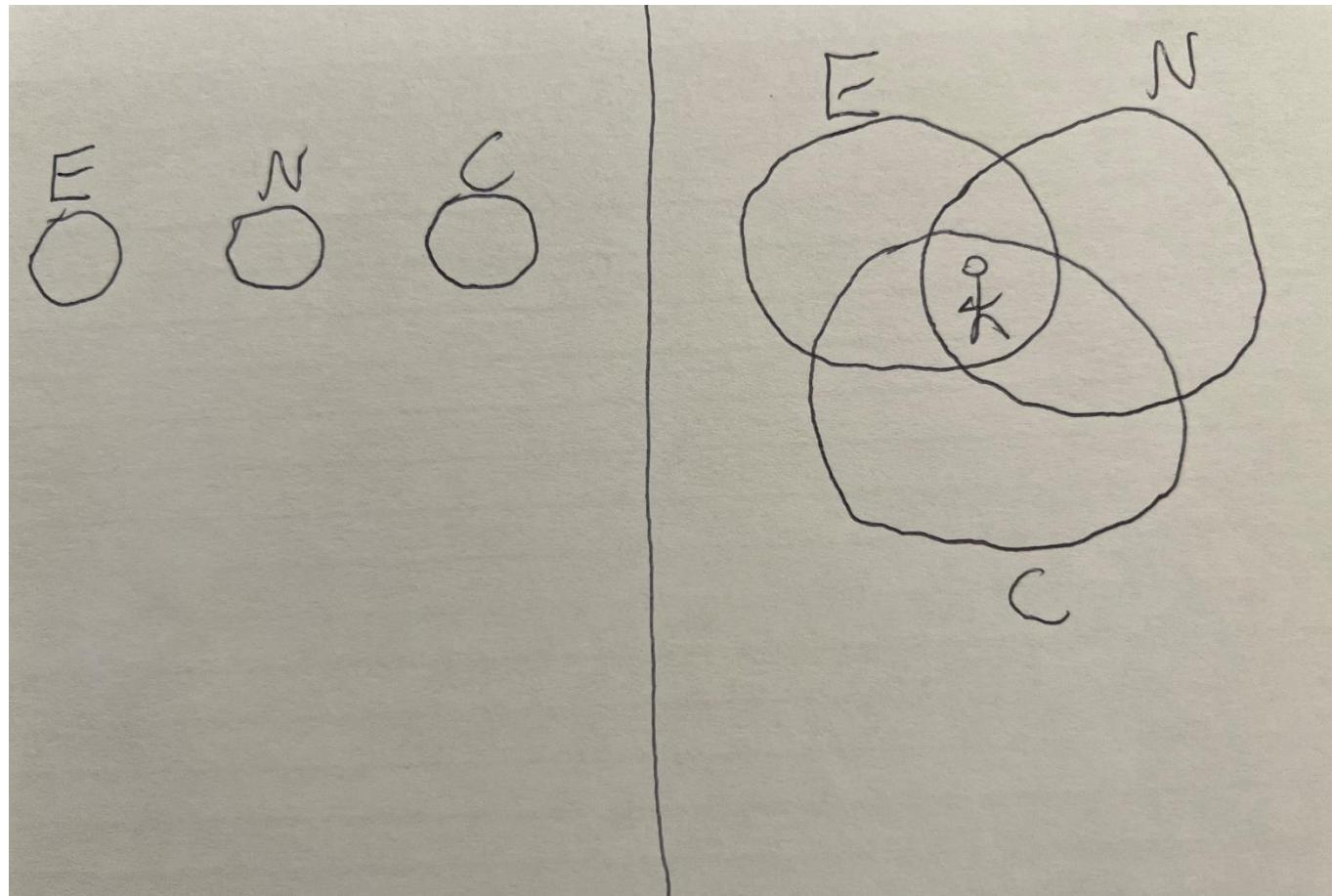


Brainstorm
Map processes
Explore trends
See systems

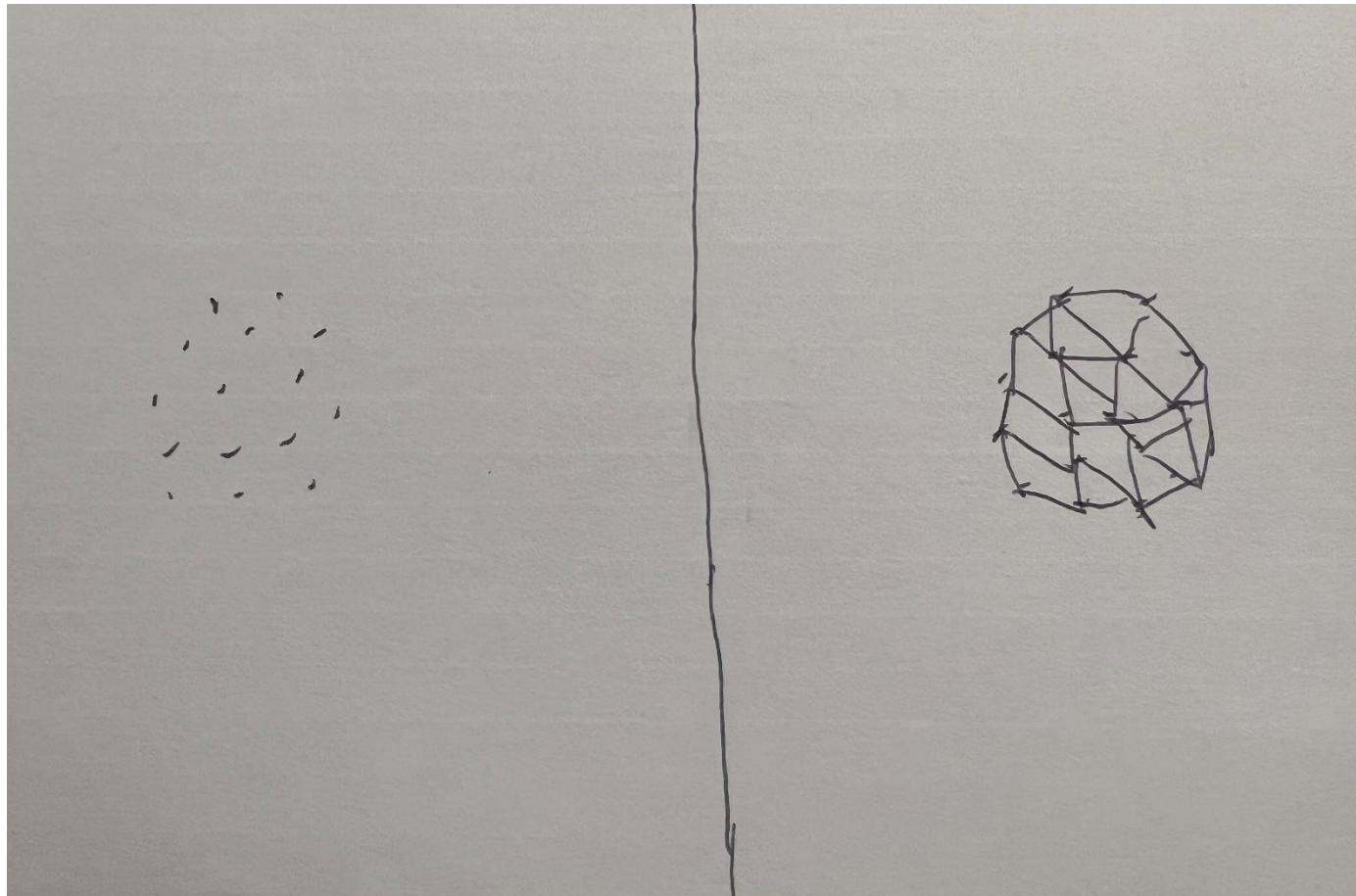
Daily Stand-up



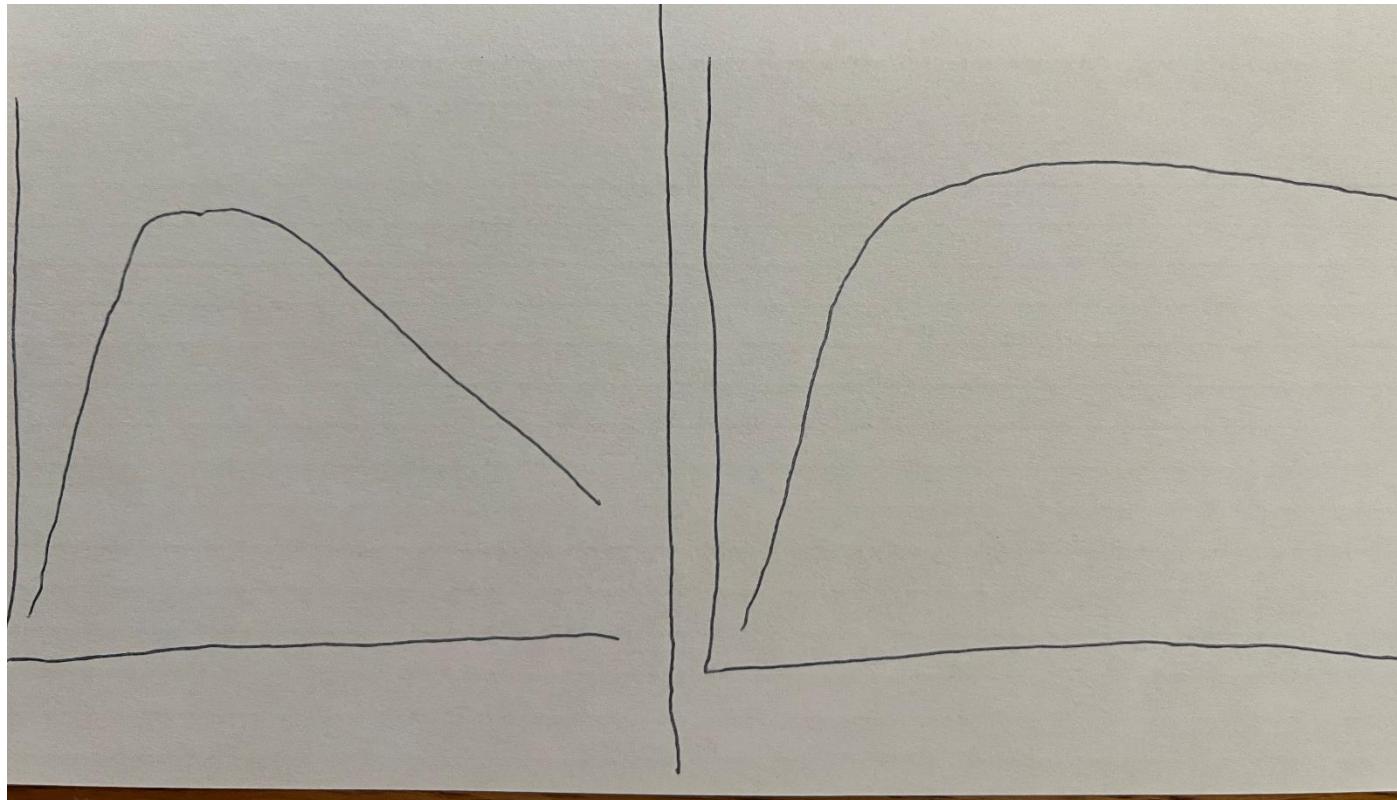
How integrated are you events, networks & communications?



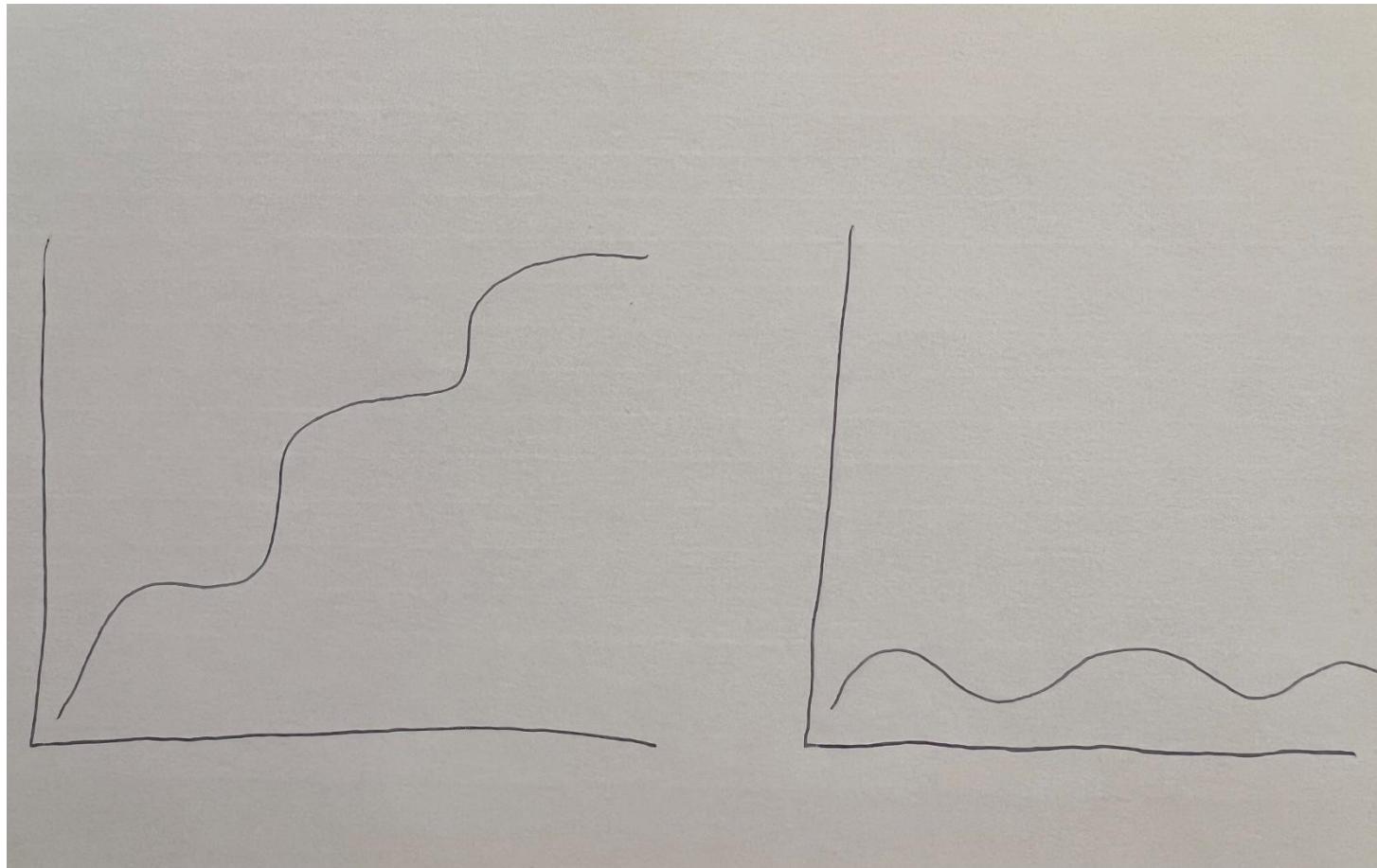
How connected and networked is your alumni community?



How relevant is your program for participants over time?



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



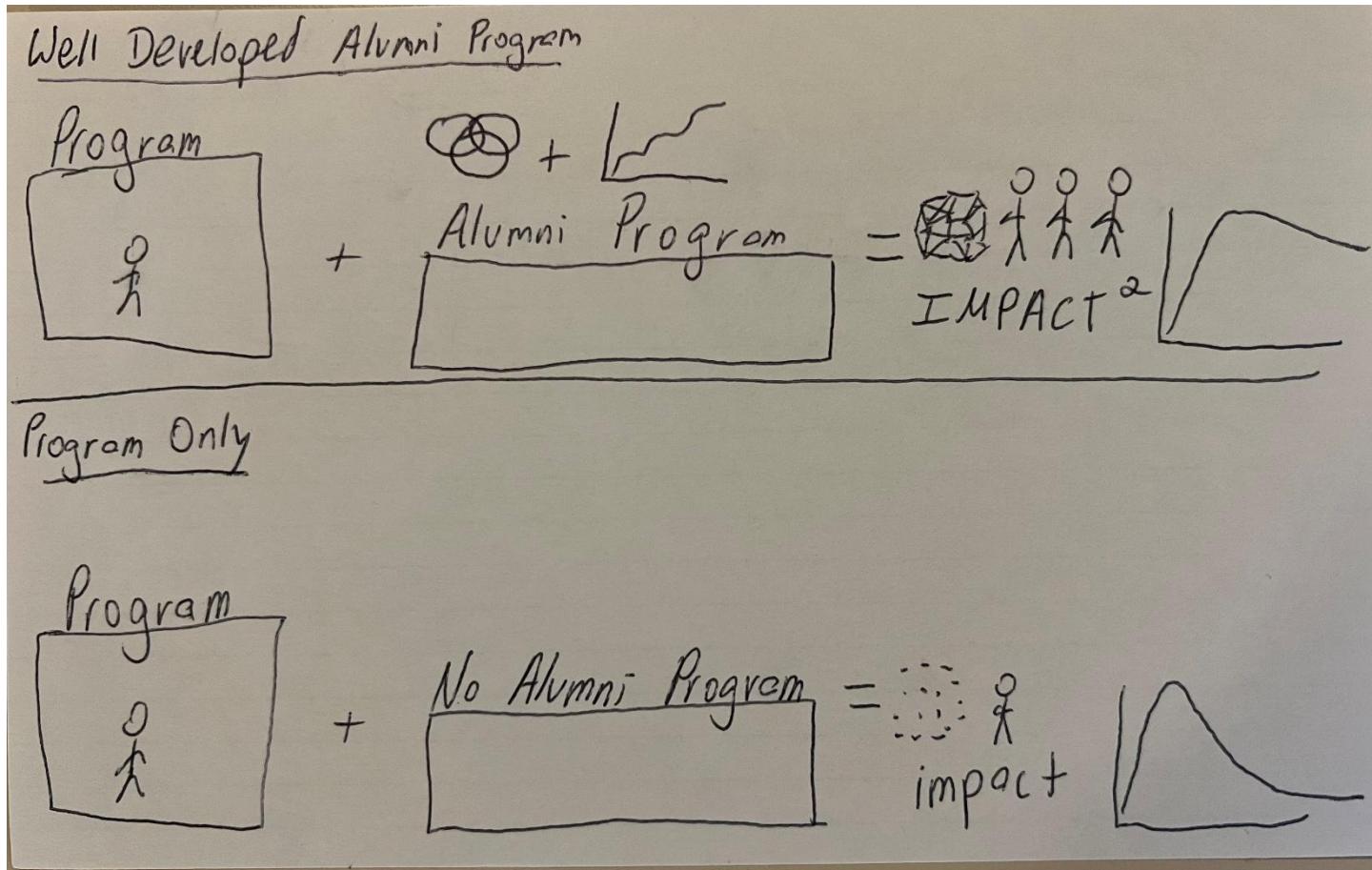
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Your core program creates impact (this is good!) but....

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

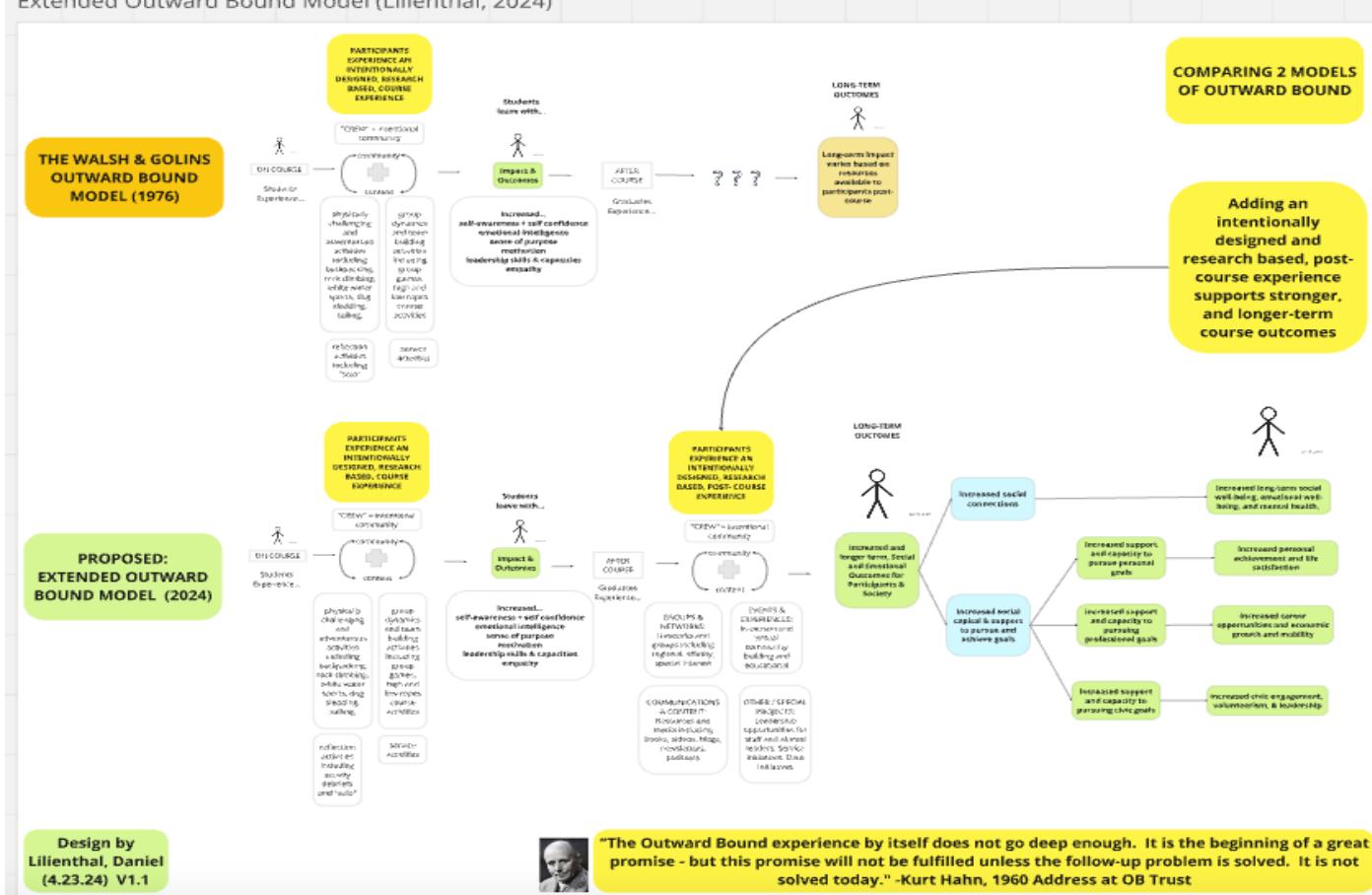


YOUR
BLUEPRINT FOR
IMPACT!!!

Drawn on a
napkin!

Using Miro Boards to Draw...

Extended Outward Bound Model (Lilienthal, 2024)



Design by
Lilienthal, Daniel
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