



## CASE STUDY – 3M

### THE NEED GAP

Nancy Chang, one of 3M’s Marketing and Business Development strategists, was looking for an opportunity to get involved with a non-profit in Minnesota. In the past she was heavily involved in non-profit work in her hometown of Dallas, but most of that was put on hold due to the rigors of returning to school to get her MBA. Now that she had graduated with her degree from The University of Chicago Booth School of Business and was returning to full-time employment, she wanted to once again find a fulfilling way to give back.

Her experience working with non-profits, both as a volunteer and as a board member, helped shape her search for a unique opportunity. Specifically, she wanted to be a part of an organization that would welcome and encourage her to apply her scholastic and vocational experience to a new application outside of the traditional business world. Additionally, she wanted to join with an organization that helped underserved and minority populations. Furthermore, she wanted the opportunity to work closely with others who came from different backgrounds and different experiences; people she would not have worked with otherwise.

### FILLING THE NEED GAP

Shortly after starting at 3M, her leadership team approached her department with an opportunity to join SVP. In its first year of a new corporate partnership, 3M was looking for 5 motivated and experienced young leaders to join SVP as Partners and develop their leadership skills through this 3-year engagement. As she considered the organization as part of her broader search for a non-profit, Nancy realized SVP hit upon the criteria she wanted out of an organization. Furthermore, SVP was unique in allowing her flexibility to work with multiple non-profits (“investees”) over the course of her Partnership, mirroring her experience with working with multiple divisions and groups as an internal consultant to a diverse, multi-national company. She was impressed with the organization’s business model and nimbleness that built upon a vision of “elevating the lives of underserved teens by turbo-charging transformational social enterprises and philanthropic leaders.” Knowing she could be a catalyst for change through this engaged philanthropy model, Nancy decided SVP was precisely what she was looking for, and

applied. She was ecstatic to learn that she, along with 4 other young leaders at 3M, had been chosen to represent 3M in this new corporate partnership.

## RESULTS

Nancy dove right in. Along with the other 3Mers, she immediately participated in SVP's Due Diligence team, where she helped evaluate potential investees who were hoping to receive SVP's support over the next 3 years. This experience ended up being so personally fulfilling and enriching, that Nancy joined the Due Diligence team in the next cycle too, both times performing a site assessment for non-profits that would eventually become finalists invited to Pitch Night.

Through the Due Diligence process, she identified two Investee non-profits that she was particularly interested in, and volunteered her time and experience to help them establish and execute on their strategic plan. First, she worked on a consulting project with Breakthrough Twin Cities, where she helped them evaluate and prioritize school districts that they should focus on to expand their student base. Her contributions allowed Breakthrough Twin Cities to prioritize and build a strategy for engaging nine school districts, helping them focus their energy and resources where it would have the biggest impact.

Second, she supported The BrandLab with the Storyboard & Metrics and New Market Development workstreams, so they could better track and measure the success of youth participants and donator organizations and effectively expand into new cities, respectively. The process helped The BrandLab better understand the touch points needed to help move each party forward towards a successful outcome.

“What I’ve gained most is a deep appreciation for SVP-MN’s ability to simplify what could be very complex: bring in people from diverse backgrounds and allow them all to leverage their unique strengths in common support of non-profits/investees ... It’s been great to be a part of that.”

-Nancy Chang, Marketing & Business Development Strategist, 3M

In all her involvement, Nancy has been able to contribute her experience and expertise directly, and has seen the impact of her knowledge first-hand. In return, she recognizes the importance of taking skills and tools and applying them to a completely new environment and context. Even more important to

her, she has had the chance to work with and learn from others, deepening her perspective and making new contacts: everyone from other SVP partners to the leadership team of the non-profits she’s worked with, from volunteers to the teens being served. She’s learned more about how SVP is able to successfully take a broad group of people and help them align on a shared vision and work towards a common goal.