



CONGREGATION  
B'nai Torah

# Congregation B'nai Torah Case Study



## The Challenge

As a large nonprofit conservative congregation in Atlanta, Georgia, Congregation B'nai Torah faced the challenge of planning for the future, while balancing its rich history. It sought to develop a strategic plan and chart a new direction to thrive for the future.

## Action Taken

Congregation B'nai Torah signed up for StrategyFrog's software platform and services to support its strategic planning and implementation efforts. StrategyFrog's software supported Congregation B'nai Torah by helping the nonprofit organization to:

- Analyze the competition
- Conduct a SWOT analysis
- Develop vision, mission and values
- Create four key goal areas with more than 20 key strategic objectives and numerous supporting tasks
- Gain a framework for implementation and automatic follow up

StrategyFrog's *consulting services* included:

- **JumpStart Onboarding** to provide rapid setup and configuration of the software platform.
- **Software Training** to educate all users on how to leverage the software platform.
- **Leadership alignment workshops** to identify key priorities, define a future state, and to build a roadmap for the journey forward with goals, responsibilities, accountabilities and timelines.
- **Change management plan** to guide the business over time.



- **Onsite facilitation** to support the design, development and implementation of the company’s strategic plan.
- **Program communication plan and tools** to inform the entire organization about the road ahead.
- **Quarterly strategic reviews** held to ensure that plans were on track, its leaders were focused, and its staff were aligned.

## Results

While Congregation B’nai Torah has earned membership growth year over year, it has also brought its lay leadership team and key staff closer together. All stakeholders are united with a common vision, mission, core values and a five-year strategic plan that establishes a framework for the future. As a prominent congregation in Atlanta, Congregation B’nai Torah is clearly poised for future growth and success.

“We recently finished a strategic planning initiative thanks to StrategyFrog. They have a very easy interface to follow that makes planning a snap. But, it’s their implementation piece that really keeps us on track!”

Natalie Sarnat, Executive Director  
Congregation B’nai Torah

## About Us

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StrategyFrog helps organizations develop and implement strategy. Our easy to use Software as a Service (SaaS) helps clients gain impactful and meaningful outcomes. StrategyFrog – better plans, better results.

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