



# Better World STRATEGY

**PROFESSIONAL CONSULTING FOR BUSINESS TEAMS AND  
NONPROFITS**

Strategy & Planning



Culture & Operations

**Helping Mission-Driven Organizations Thrive**



# Better World Strategy

Expert Consulting for Business Teams and Nonprofits

## Strategy Matters for Your Organization

### The Situation

Today, your team, like most others, is likely stretched thin, juggling competing priorities and navigating constant change. That creates cultural challenges that impede your ability to deliver value to your customers and funders.

### The Complication

Without a strategy, work becomes reactive, priorities drift, and impact stalls. Only 10% of organizations successfully execute their strategies\* and 70% of employees lack clarity on their contributions.\*\* Conversely, teams with clear strategies are 2x more likely to achieve their goals.\*\*\*

### The Resolution

Better World Strategy gives your team the clarity, alignment, and practical tools needed to move forward with confidence. Organizations see faster progress, stronger impact, earned confidence from customers and funders, and a healthier culture where teams understand how their work contributes.

\*Harvard Business Review “Turning Great Strategy into Great Performance” \*\* Gallup “State of the American Workplace” \*\*\*Bridgespan Group: strategic planning research

# Better World Strategy Services

## STRATEGIC SERVICES

Full Strategy Development  
Targeted Strategy Development  
Strategy Refresh

## CULTURAL SERVICES

Cultural Assessments & Coaching  
Role Guides & Career Pathways

## FREE RESOURCES

Free Strategic Assessment  
Free Templates & Tools  
Free Online Learning

Work with us to create custom services. Discounts offered for nonprofits and a sliding scale for mission-driven teams. No sales pitch and no pressure.

## Common Problems We Help Solve

- Teams are overwhelmed and unclear on priorities.
- Organizations are falling short of their impact goals.
- Leaders aren't aligned on roles and objectives.
- Cultural issues are hurting morale or slowing progress.
- Strategy is outdated, not followed, or nonexistent.

[Learn More](#)

# Working With Better World Strategy

Every organization comes with different needs and capacities. I'll meet you where you're at, with meaningful discounts for nonprofits and a sliding scale for mission-driven organizations. No sales pitches and no pressure.

## HASSLE-FREE INTAKE PROCESS

- Complete a free online needs assessment or contact us directly.
- Receive a flexible development proposal in one business day.
- If you decide to move forward, together we'll set a pace that works for you.
- I'll provide practical first steps and a clear, goal-based plan.

## Your Team Is Doing Important Work

Without clear strategy, alignment, and a culture that supports both, even strong teams struggle to deliver the kind of results that earn confidence from customers and funders.

Start with a **free strategic assessment**. Within one business day, you'll receive a clear, no-obligation recommendation tailored to your needs, budget, and timeline.

[Start Here](#)


# About Better World Strategy



Erik J. Reker  
Founder & Consultant

Based in Seattle and serving organizations nationwide, BWS exists to help mission-driven teams gain the clarity, structure, and support they need to make meaningful difference to the people they serve.

I bring more than 25 years of experience helping organizations navigate complex challenges and build strategies that work in the real world.

As a proudly  LGBTQ+ managed firm, I take a human-centered approach that strengthens culture, builds alignment, and helps teams thrive. I donate a portion of proceeds to nonprofit animal rescue organizations. *How can I serve you?*

## My Inspiration

*“What you do makes a difference, and you have to decide what kind of difference you want to make.”*

*“Every individual matters. Every individual has a role to play. Every individual makes a difference.”*



Dr. Jane Goodall  
Primatologist, Educator, and  
Activist