Silver Rock
CONSULTING

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# CASE STUDY :
# MILWAUKEE URBAN LEAGUE

Charting the future for an iconic non-profit organization

Milwaukee
Urban League

The Milwaukee Urban League leads through education, employment, and advocacy to achieve economic vibrancy and equal access to all industries and disciplines that position African Americans to create wealth and live a better quality of life.

Its vision is to ensure that Wisconsin becomes a top 10 place for African Americans to live and thrive and where the greater Milwaukee area becomes a leader in education and socioeconomic inclusion.

*Silver Rock helped us to recognize what 100 years has brought us in terms of a credible and sustaining organization.*

*They helped us to really understand our strengths and make us think more on how we can leverage who we are as an organization."*

**Dr. Eve Hall**
President and CEO

## CHALLENGE

The Milwaukee Urban League ( MUL) recently celebrated their 100 year anniversary. This milestone event prompted the organization to think strategically about their future and the changing needs of their clients. President and CEO Dr. Eve Hall stated, " We knew that this was going to be a time for us to revisit our mission, our vision, our core values."

## SOLUTION

Silver Rock provided a structured, proprietary process that engaged the Milwaukee Urban League's Board of Directors and management team. After researching the history and rich traditions of the MUL, Silver Rock directed the selection of a core task force that would work hand-in-hand with them to propose bold concepts and opportunities to help them visualize not just the next 10 years but the next century.

A keen sense of probing, challenging, and listening to bring out the best ideas that create value are at the heart of what the Silver Rock team brought to this engagement. According to Hall, "They're very exploratory in terms of questions ... they're good at peeling back that onion and helping us really think through what we want to do." In addition, Silver Rock understood the nuances of how a non-profit organization must think and act like a business.

Silver Rock's proprietary co-creation process ensured that each participant had a voice during the working sessions. This methodology allowed the Milwaukee Urban League's key executives to share new ideas as participants rather than leaders. Hall stated, "It was made very clear that this was not a meeting that I was particularly running, that I was a part of the discussion... that this really was a co-creation for all of us."

## RESULTS

One of the significant outputs of the Silver Rock engagement was a strategic framework shared at the organization's annual meeting, that according to Hall "became our framework for the next 100 years." Moreover, this critical guiding document is now used for daily operations, how they interface with clients and partners, and as a tool for measuring milestones and impact. Hall remarked, "The framework gives us a place of reference for our successes."