



## **Subject-Matter-Experts for YPO Impact Groups**

YPO Impact Groups are member-driven tactical clusters with the objective to effect transformation within the world's most at-risk issues.

Impact groups are formed as a collaborative collective of 6 to 12 YPOers based on interest on a specific subject and focused on achieving similar goals by meeting virtually once or twice a month. Each of them will elect their own moderator and sub moderator who would be responsible for coordination, moderation and leadership of the group. The sub-moderator's role is to support the moderator and step in if the moderator is not available.

Impact Groups draw on the unique individual strengths and skills of YPO members:

- Recognized changemaker in business and community
- Creators and drivers of high-potential and successful businesses
- Serial-entrepreneur, next stage mindset
- Agile solutions oriented
- Top level peer-to-peer meeting of minds
- Influential business and personal network

These strengths and skills create an extraordinary base to explore, design and develop empowering business and other types of solutions to produce value-added results for businesses and communities impacted by these global challenges.

Impact groups drive transformation through a three-stage development cycle involving Subject-Matter-Experts. The first stage involves understanding, recognizing and exploring the critical challenges and potential opportunities surrounding the issue. The second stage involves identifying a specific outcome where the collective skillsets of the group can be best leveraged to effect transformation. The third stage involves designing and developing empowering solutions to produce value-added results.

All three stages are activated with the support and guidance of Subject-Matter-Experts and may take around three 60-90 minutes Zoom meetings to identify and create a plan. Subject-Matter-Experts help frame challenges, opportunities, and solutions potentially available, enabling the impact group to decide on what path to take. Impact group members may also explore the option of having Subject-Matter-Experts continue with the impact group and be part of its objectives, goals and/or business opportunity.

The three-stage development cycle principle is to help activate each group's core strengths and skills by 'reverse innovating': defining desired outcomes (i.e. starting with the end in mind) and construct a roadmap of entrepreneurial and other initiatives to create a path to accomplishing these outcomes. Thus, creating impact that supports target communities and drives market growth.

Impact groups are encouraged to explore the issues at hand, while engaging Subject-Matter-Experts with clarifying questions on opportunities and challenges, to business outcomes with an inclusive partnership model for 'Next Stage Engagement'. Subject-Matter-Experts provide the insights into selected issues. Helping to familiarize each impact group with the critical understanding to spark discussion on effecting change. Through their actions, impact groups help seed and scale impact globally.