



Purposeful COACHING

DAN CRAMER

About Me

Hi, I'm Dan. My preferred pronouns are he/him/his. I am the co-founder of Grassroots Solutions where I have spent more than 20 years as a strategy consultant and evaluator for foundations, large advocacy organizations, political campaigns and elected officials. For a deeper dive into my professional background, check out my full bio on our website at www.grassrootssolutions.com.

On the personal side, my wife Cassie and I have been married since 1998 and I am the proud dog dad of Doc the Basset Hound. I'm a competitive backgammon player, an avid cook and a Minnesota State Fair fanatic. Cassie and I are also cancer bloggers. Together we chronicle our efforts at navigating life with her Metastatic Breast Cancer diagnosis. You can see our reflections at www.meaningandstuff.com. Our cancer journey has influenced how I think about questions of balance, privilege, presence, empathy and just about every aspect of personal and professional development. It has also pushed me to take a long look at my priorities. In doing that, I have decided to switch my primary focus from working with big organizations to one-on-one leadership coaching, an area I believe I can have the greatest impact at this moment in time.

After years of advising in the progressive sector, one thing is clearer than ever: LEADERSHIP MATTERS. Building power for social changes demands strategic, equitable and healthy leaders.

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At the end of every one of our coaching sessions, I feel grateful not only for the support and guidance that Dan deftly offers, but also for the specific, actionable steps I can take to be a more effective, engaged and equitable leader. Dan applies his deep professional experience to our work together, but it's his emotional intelligence and empathy that really sets him apart from other coaches. He builds a foundation of trust that inspires confidence as well as the safety to be vulnerable. I am a better leader, colleague and business partner because of my work with Dan.

~BILL LOFY
CEO, KRIA BOTANICALS



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About Purposeful Coaching

My purposeful approach to coaching revolves around the following attributes:



Equity-driven

As someone who has benefited immensely from unearned privilege, I know that race, gender and identity shape all institutions and individuals. I also know that I spent a long time hiding behind my progressive values to avoid directly confronting questions of racial and gender equity. Now, I strive to center equity values in all aspects of my life including coaching.



Imaginatively Practical

Too often we start with the “how.” Working together we will instead start with “what if” and let our imaginations run. Given so many seemingly intractable societal problems, effective leadership demands imagination to help see new possibilities. At the same time, as a practitioner I know what it takes to get things done.



Curious

Good leadership starts with good questions. I approach coaching through a lens of curiosity. Let’s talk about what inspires, motivates and challenges you. Understanding this will allow us to identify new practices that you can use to reshape, renew and evolve your approach to leadership.



Relational

Traditional leadership styles are all too often about roles, titles and hierarchy. A different and more relational approach shares power, centers equity, values deep listening and is more adaptive than rigid.



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Coaching Specialties

You have an almost unlimited number of coaching options. This begs the question: “why would you hire me as your coach?” To help answer that, I have identified four areas where I offer unique value and perspective. Take a look and let’s talk if you’re interested.

If you want to push yourself as a leader or are feeling stuck...

Let’s dive into “Complex Strategy.”

Sometimes you need a thought partner outside of your organization to help think through complicated strategic questions. Whether it’s prioritizing your work, exploring equity-related challenges, changing organizational culture, making tough staffing decisions or overcoming the internal battle that is “imposter syndrome,” there are moments when you need extra insights. In leadership roles, unbiased feedback can too often be difficult to obtain within your organization. You may need someone who isn’t too close to the work to see things clearly and isn’t influenced by internal power dynamics. Using me as your strategic sounding board, we can test ideas, clarify your thinking, explore options and plot a path forward.

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As the newest member of an existing Exec Team with built-in norms and mores, Dan Cramer helped me to ensure my voice was heard and point of view represented. While Dan is wholly vested in assisting you to getting to your best self as a leader, he is uninterested in trying to turn you into someone you are not. Dan can and will join you whenever you happen to be and begin the shared work from there.

What makes Dan truly invaluable is his unwavering commitment to understanding the uniqueness of his client and the ability to truly tailor his coaching around those needs. That he approaches every session with empathy and a fully open mind is the mark of a true coaching partner.

~CHERMIA HOFFNER

VICE PRESIDENT OF HUMAN RESOURCES
NATIONAL AUDUBON SOCIETY

If you are a white person (especially a white man)...

Let’s begin an “Equity Journey.”

I am a cisgender white man. I am *not* an expert on racial or gender equity. That said, I do have my own journey towards centering racial and gender equity to draw upon as a starting point for joint insight gathering, reflection and learning. I view working collaboratively with other white people (men in particular) as part of a shared responsibility to learn more about how we’ve benefited from privilege and to unlearn the habits and approaches to leadership that actively contribute to systemic racism and sexism. I also see myself serving as a “bridge,” meaning that I can help clients start their equity journey but do so under an assumption that they will eventually continue this work with more experienced equity professionals.



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Coaching with Dan is all about helping me find the creativity and insight to grow and be more effective. Dan is extremely good at taking in a question, challenge or frustration and then finding a new way for us to problem solve together. He roots his coaching in my personal goals, values and strengths rather than any sort of one-size-fits-all model. As a progressive political leader, my approach is grounded in my experience in grassroots organizing, strategy and coalition building. Dan helps me figure out how to apply my unique skills in the complex political environment of the Senate, and he keeps me from getting stuck in old ways of thinking. I also greatly appreciate how his coaching augments rather than competes with the work of my terrific staff team.

~TINA SMITH
UNITED STATES SENATOR

If you are a progressive elected official...

Let's talk about "Campaigning and Governing."

Having long worked at the crossroads of political campaigns, policymaking and advocacy, I have observed that campaigning and governing as a progressive pose unique challenges. These include: Establishing a progressive and equity-driven governing philosophy; Leveraging your power; Staying true to your values; Creating a strong and equitable staff team; and Building enduring coalitions. Whether you're newly elected or a long-term incumbent, talking through these types of questions can accelerate your impact and contribute to progressive governance.

If you are thinking about becoming a consultant...

Let's explore the "Business of Consulting."

Considering becoming a consultant, launching a consulting practice or growing your firm? Let's discuss the issues that can lead to long-term success. Will you operate solo or with partners? How will you think about health care, project cash flow, define your budget and price your work? How can you center equity and other values in your business? How do you balance selling and doing work? These are just some of the questions you are probably asking yourself and they are all challenges I faced on my own consulting journey—I would love to talk through them together. I am most hopeful that this body of work will include working with people who are under-represented in the social change consulting field.

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Dan is an excellent listener and coach! After 20 years in the nonprofit sector with a fabulous side hustle, I decided to go out on my own full time. This was a big decision for me and Dan was with me every step of the way. What I so appreciate about his coaching is that he took the time to understand what my strengths and concerns were—his coaching is so clearly about bringing out more of my own unique approach to consulting. From figuring out the business model to building my list and deciding on my fees, no question was too silly or too big. I feel like on some days I would ramble for seven minutes and then he'd pop in with the most amazing and on-point question, clarifying for me when a decision was needed or perhaps more reflection. I have so much more confidence and understanding of myself and my business after our sessions.

~EVANGELINE WEISS
PRESIDENT AND FOUNDER, BEYOND CONFLICT



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Let's Get Started

Introductory Session

Engagements will start with a free introductory session. We can use this session to test the waters (or kick the tires—pick whatever analogy resonates) and get a sense of whether I'm the right fit for you. If you'd like, we can even use this initial session to dive into some substantive discussion just to get a sense of how we might think and work together. There is no obligation whatsoever attached to this introductory session and you can take as much time as you want afterwards to decide if working together makes sense. That said, I hope it's clear by now that I am serious about prioritizing time and setting boundaries so I am taking on no more than ten clients at a time which may impact my availability.

Working Together

Hour-long sessions can be scheduled either weekly, bi-weekly (most common), once a month or on an as-needed basis. All coaching is done remotely either by phone or Zoom depending on your preference.

Session Fees

Fees include agenda development for each hour-long session, the session itself and limited time afterwards so that I can capture key themes and put them in relation to previous conversations and future topics.

- Since equity work is fundamentally about money and power, I am striving to price my coaching accessibly. I am offering a sliding fee scale recognizing the unequal manner that wealth is held and distributed in this country by both individuals and organizations. Every coaching client can self-select the fee level below that works for them based on their current and historic access to financial resources. No income verification is ever required. My hope is to reduce the financial barriers for accessing coaching services.
- Coaching is available on an hour-by-hour basis or in a package based on an assumption of two sessions per month. More frequent sessions would result in a rate adjustment.

| Session Type | Full Rate | Sliding Rate* |
|---------------------|-------------------|-------------------|
| Individual Session | \$350 per session | \$235 per session |
| Three Month Package | \$1,950 | \$1,300 |
| Six Month Package | \$3,600 | \$2,400 |
| Year-long Package | \$6,600 | \$4,400 |

* The sliding fee represents a one-third reduction on all rates. It is offered to make coaching more accessible for leaders with less historic or current access to financial resources.



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