

## Ann Ranson Biography

With years of experience in business, and two TEDx Talks under her belt, Ann Ranson supports people and organizations that are doing important work and want to have serious impact.

If you want to satisfy a deeper vision while remaining in harmony with the demands of the markets and society, Ann will guide you to a place of bolder purpose, greater success, and growth, for both the organization and the people who lead it.

Ann is a thoughtful, insightful, and committed strategic planning expert who chooses to focus her experience and talents on helping leaders become change agents by addressing people, planet, and profit goals. By solving problems and demonstrating opportunities to save time and effort for busy teams, Ann Ranson facilitates comprehensive and actionable strategic plans for nonprofits and associations with tools and processes she developed to accelerate team success. She provides them with a roadmap to accomplish their mission and help the earth. By leveraging trusted relationships and a community of like-minded people, we will make a difference together.



In addition to her own process for strategic planning, Bottom Line 3 Strategic Planning System, Ann is also a trained coach and facilitator. She works with individuals, small groups, and larger organizations to identify needs and design powerful solutions.

Ann gives you the benefit of her Fortune 500 experience in her career spanning 30+ years in the rough-and-tumble media world. Her real-world perspective comes from executing high-stakes sales and marketing campaigns, to quickly learn what does and does not work. And while many nonprofits and associations don't think of themselves as businesses, her big business experience has helped even the smallest nonprofit organization exceed their own expectations.

### *A few career highlights:*

- Creation and facilitation of *Bottom Line 3 Strategic Planning System*
- Affiliation with Core Clarity, Inc. who helps people understand and use their unique strengths
- Sales & marketing executive in the local and national radio industry
- Accredited Advanced Transformation Game Facilitator
- Developer and manager of 6-7 figure marketing campaigns for major national companies

***Ann has worked with*** organizations including such familiar names as: PNC Bank, State Farm, and ATB Bank/Alberta. Nonprofits: Salvation Army, American Cancer Society, Boys & Girls Clubs, HIPPOY Texas, Retina Foundation of the Southwest, the Stewpot, VisitDallas, and Dallas Holocaust Museum. Associations: American Society of Association Executives (ASAE), DFW Association Executives, Texas Society of Association Executives, and the Texas Workforce Commission.

*According to Clifton Strengths, Ann's are Empathy - Connectedness - Strategic - Maximizer - Relator*

