

Ann Ranson Biography

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 holistically addressing 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 Line³ Strategic Planning System*
- Extensive trainings and certifications as a professional coach
- 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, Dallas Press Club, Social Enterprise Alliance, VisitDallas, and Dallas Holocaust & Human Rights 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

