

# Business Outline for GoodHeart Collaborative

GoodHeart Collaborative is a Wellness-Tech company focused on equipping 1,000,000 female executives leading helping professions for long-term professional sustainability.

**The goal is to elevate and preserve the personal wellbeing of transformational leaders.**

*GoodHeart App is a restorative digital retreat featuring on-demand access to hundreds of expert-led written, audio, and video sessions addressing commonly found challenges shared by our members, an opportunity to increase supportive connections digitally and IRL with like-minded leaders in their field, guided journal prompts for daily gratitude building, and daily interactive mindfulness moments to promote emotional resilience to tackle the day strong, all in a positive and uplifting digital environment.*

## FOUNDERS STATEMENT:

I founded GoodHeart Collaborative because over my years of starting and leading a nonprofit, I noticed myself becoming incredibly burnt out, overwhelmed, and feeling alone. As I began investigating whether or not others were also experiencing this, I found that many female nonprofit executives and females founders felt the same way. There are so many incredible women that are not only leading nonprofits and changing the world, but are also taking care of their children, trying to be a present and loving wife, taking care of other family members, and still finding time to help out friends and their communities. I'm absolutely fascinated by their pursuit and utter commitment to change lives and generations, and yet are willing to sacrifice comfort, safety, and stability in their own lives. They carry burdens like most don't and can't even understand, and yet they are often overlooked, misunderstood, underpaid, and unsupported. I feel grieved and deeply saddened that there are so many incredible women out there giving their all for others, and yet feel so lonely and unsupported themselves. Now we also have the added stress of the Coronavirus impact and the fact that we don't have any clue when this is going away. We have to learn the strategies of how to keep coming back every day to work and how to live through all of these stressors.

There is a ton of data which shows significant instances of negative wellbeing issues such as post-traumatic stress, anxiety, insomnia and depression, weight gain, turning to destructive coping mechanisms like drinking and drugs in professional who work in helping professions like nonprofits and healthcare.

*-Physicians commit suicide at a higher rate than most other professionals in the United States (Advisory Board, 2014).*

*-Pastors or clergy show that 70% constantly fight depression and over 50% feel so “discouraged” that they would “leave the ministry if they could” (Atkinson, 2015; Krejcir, 2016)*

*-The leader who has been frequently labeled “mission-based,” in a “helping profession” and performing “emotional labor” the most are those of human service nonprofit organizations (Hasenfeld, 2009). This group has been known to go above and beyond what is considered normal and customary work, often giving more of themselves to their work than what they receive back (Eschenfelder, 2012). This not only negatively influences their personal wellbeing (Schaufeli et al., 2008) but decreases their leadership effectiveness (Chen & Silverthorne, 2005).*

*-For the nonprofit CEO, there is minimal research on, and minimal resources available for, this demographic. They are, however, hungry for knowledge both on how to succeed and how to stay healthy while doing so.*

**- THE SUSTAINABILITY OF NONPROFIT LEADERS:  
PRINCIPLES AND PRACTICES THAT ENCOURAGE AND RESTORE PERSONAL WELLBEING AND PROFESSIONAL EFFECTIVENESS**

Self-care and a healthy self-relationship is vital for everyone because we can only take on so much before our bodies and minds just start breaking down and crushing due to the stress of it all. I want to provide helpful resources so that executives leading these organizations can have stamina and resilience in the months to come. Now, more than ever, is the time to focus on strengthening these leaders by providing support and wrap around services that are evidence-based and proven to help build resilience and stamina so they can continue to fight and show up strong every day. Communities and lives are literally counting on them. When we strengthen the leaders of these organizations, we strengthen the org itself, because when leaders are healthy, strong, and focused, they pass that down to their teams and then their teams can provide the best care and support to the clients they work directly with each day. My hope is that GoodHeart Collaborative will provide a space which is exclusive to what these women are seeking.

## **THE PROBLEM**

The nonprofit sector and other helping careers are oftentimes very rewarding but can be incredibly difficult to work in. To the detriment of our communities, and our world, we are losing talented, experienced, compassionate, and innovative world changers, often due to the lack of support and unrealistic demands put on nonprofits and their leaders. There are many who have had the nonprofit world negatively impact them deeply and some to the point where their burnout, lack of support, heavy workloads, and low pay has caused them to not only leave their organizations, but their profession altogether. *The result is these fields are losing highly qualified women because of something that could be prevented.* “There is no question that turnover of a CEO has a long-term negative impact with a high cost missionally and financially through lost time, relationships, staffing, and program interruptions (Gibelman & Gelman, 2002).

The same study, trying to understand the reason for CEO turnover, interviewed CEOs and their boards finding CEOs listed “**health**” as a reason for leaving and, most troubling, found that the board had the following sentiment: “executive burnout and/or stagnation is a perhaps understandable consequence of long tenure on the job.””

Scanning the internet for answers, looking through social media for connections, and participating in multiple online forums to find relatable connections is exhausting and time consuming. I also found tons of guidance and info for leaders to use for their employees but not much at all for the leader themselves. These avenues of information are typically filled with lots of information that is not pertinent to your specific needs and can be filled with a lot of complaining and negativity, leading to deeper feelings of burnout and fatigue.

“These people are sacrificing so much to take on the executive roles of these groups,” Rogers said. “We are watching people not just burn out but make themselves sick in service of their communities. It’s our job to take care of them.” – [article from the Stanford Social Innovation Review - Combatting Burnout in Nonprofit Leaders](#)

“Intentionally seeking out a support system is vital to long-term success as a CEO. Few jobs have the potential to be lonelier and more stressful than CEO/Executive Director. It can often feel like the weight of the organization is on your shoulders. Deadlines, budgets, boards, staff, buildings, routine operational issues, and new initiatives are just a few of the things that can weigh down a CEO.

“Burnout in therapists and psychiatrists is not new, but there is something different with COVID-19 that we need to start talking about before the rush to mental health services becomes even greater and the burden to “heal” shifts solely to our shoulders.

We have to find ways to help mental health clinicians manage these unique challenges as home seeps into work and work seeps into home. Whether we call it compassion fatigue, burnout, vicarious trauma, or just plain old exhaustion, this crisis is going to require all of us to take better care of ourselves.” – Newsweek.com

“Sherman says most executives suffering from burnout struggle to openly express what they are going through because of how singular their position is. “The other thing about being an executive is that it’s lonely at the top,” Sherman notes. “You may be feeling frustrated, you may be feeling burned out, but you have an executive presence and image that you need to portray regardless of how rough the going gets.” Despite the difficult situation and the reasons for executive burnout, leaders can be assured that there are options available to them. While there is no silver bullet to fix burnout, our experts agree that dedication to self-care and building personal resiliency must be part of a current healthcare executive’s skill set. “I think most people recognize in leadership today that the new competency is resiliency,” says Sherman. “If

you cannot be personally resilient and develop your resiliency skills, you're probably not going to survive." One way of developing resiliency skills is hiring executive coaches so that system leaders can learn to lead through difficulties. Sherman says another key aspect of dealing with stress and avoiding burnout is self-maintenance and for executives to put their issues in perspective, with a particular focus on what they have immediate control over as compared to what they don't. Such examples could be a focus on meditation, mindfulness, and eating well. –

### **Health Leaders Media**

Compounding the problem is the isolation. You often don't want to talk to your board about issues, ideas, or intensity until they are fully conceived because you don't want your board to get excited prematurely. At the same time, it can be inappropriate and/or counterproductive to lean into staff who may not have a full picture, have personal agendas, or who may be negatively influenced by your thoughts and concerns. It is easy to feel stuck."

Compassion fatigue may result in poor job performance and plummeting self-esteem, and thus it can even drive some people who experience it out of their professions entirely, says Ms. Dillon. Those who suffer from it can also experience tension in their home lives, or even fall into clinical depression or other mental-health problems, she says." – **Philanthropy.com**

Support groups can make a world of difference in keeping charity workers on the job and effective, **says Dottie Ward-Wimmer, director of children's clinical services at the William Wendt Center for Loss and Healing, a grief-counseling organization in Washington, D.C.**

## **THE SOLUTION**

GoodHeart Collaborative is focused on supporting and providing meaningful connections to female executives who lead helping professions, in order to build and enhance overall resilience and wellbeing for professional long-term sustainability. The social support we get from others goes a long way to helping us be healthy and well. We will offer a podcast highlighting member stories, consulting, and our main service, the GoodHeart App. ***GoodHeart App is a restorative digital retreat focused on enhancing professional resilience and boosting overall wellbeing in Female Executives who lead helping professionals. This app features on-demand access to hundreds of expert-led written, audio, and video sessions focused on challenges shared by our members, an opportunity to increase supportive connections digitally and IRL with like-minded leaders in their field, guided journal prompts for gratitude building, and daily interactive mindfulness moments to promote emotional resilience for the day, all in a positive and uplifting digital environment.***

We cannot be the most effective helpers if we do not also take time to take care of ourselves. This type of work can be especially demanding, stressful, and draining. That is why it is so important to take care of ourselves. You cannot serve others from an empty vessel. Intentionally participating in self-care practices is often overlooked when it comes to

professionals at risk for burnout or vicarious trauma. People in these fields typically put everyone else first and don't take the time to take care of themselves. Self-care is vital to the professional's longevity and overall health. Being intentional about it daily, helps to guard against and manage stress that comes our way, as well as helps to enhance our overall wellbeing, and personal and professional functioning. **Emotional regulation, realistic optimism, self-compassion, mindfulness, empathy and self-efficacy** are some of the areas that are studied. Emotionally intelligent leadership is a focus as many effective helping professionals advance to leadership and supervisory roles. The Resiliency in the Helping Professions C.G.S. and C.A.G.S. is grounded in evidence-based approaches that are valuable for career longevity and the professionals' investment in the "self". -

**Through empirical evidence, there are 5 different domains that GoodHeart Collaborative will focus on for self-care that improve our overall wellbeing and build resilience. These domains will include: *Psychological, Emotional, Physical, Relational, and Professional.***

The U.S. Department of Health and Human Services (2015) defines individual resilience as the ability to withstand, adapt to, and recover from adversity and stress. In other words, resilience can manifest as maintaining or returning to one's original state of mental health or wellbeing or reaching a more mature and well-developed state of mental health or wellbeing through the use of effective **coping strategies**.

For example, George Everly, Jr. (2011) describes how organizations can build a resilient organizational culture in an article from the Harvard Business Review.

The framework Everly, Jr. outlines is a simple one:

- People prosper from success – creating an environment in which employees have the tools to succeed will help build resilient employees.
- People learn while observing others – encourage formal and informal professional groups within the organization and place new employees in successful working groups to encourage them to model that success.
- Encouragement, support, and mentoring are vital – interpersonal support is one of the strongest predictors of success and resilience.
- Managing stress is key – providing employees with basic training in managing their stress can pay huge dividends in increased productivity and enhanced quality, not to mention fewer absences and healthier employees.

Consistent with this framework, Everly, Jr. notes two impactful things organizations have done to infuse their workforce with resilience, including:

1. Investing in their leaders by providing training in resilience and resilient leadership skills.
2. Investing in all levels of the workforce by promoting employee health and wellness, in the form of employee wellness programs, workshops on physical fitness and nutrition, and stress management training for employees and their families.

In his latest book, *Change Your World: The Science of Resilience and The True Path to Success*, Dr. Ungar describes resilience as not so much about being “rugged”, but about being “resourced”. His message is this, by all means, build up your inner riches, work on your mindset, strengths, thoughts, emotions, and behavior, but don’t underestimate the power of your external resources to help you sustain the changes you worked hard to attain. In other words, your support system around you is key to building inner resiliency. So, in order to reach as many of these women as possible, I am developing our first wellbeing lifestyle app called GoodHeart which will build a positive, supportive, and relatable peer to peer digital platform for Female Nonprofit Executives and Female Nonprofit Founders.

This app will feature access to my weekly podcast highlighting members around the world, articles and video content from trusted experts on mental health, wellbeing, healthy living, self care, confidence, and more! GoodHeart app allows for members to connect digitally and IRL through a shared calendar based off of current geographic area. It is focused on highlighting positive stories, sharing resources and knowledge, encouraging each other, providing joy and laughter through content, igniting inspiration, improving wellness and mental health, and sharing lifestyle ideas such as fashion, food, and travel. There will also be a daily gratitude journal, inspiring women in history featured each day, and an opportunity to shout out other members on the platform.

In addition, I am planning on hosting an annual summit for members, host a podcast called GoodHeart Gals, and provide consulting and coaching.

## **TARGET MARKET**

### **Female Executives who lead Nonprofits, Emergency Services, Social and Community Services, Law Enforcement Services, Homecare, and Healthcare**

According to Guidestar, There are currently around **2.4 million** registered nonprofits in the USA. **45% are run by female CEOs/EDs**, that’s a total of 1,080,000 female nonprofit executives out there today and that is not even counting retired CEO/EDs and/or Female Founders. The goal is to capture 5-10% of that market which equals 108,000 unique subscribers each month. There will be a limited FREE version and then a full access version at \$8 a month. This cost could be covered by the individual, the nonprofit org, or can be gifted by someone else.

*\$2.2 Billion in investments in WellTech startups followed by a growing \$4.2 Trillion Wellness business with a desire to merge with the healthcare industry in a new market. – Medium.com*

***These numbers do not include the hundreds of thousands of women in the other helping careers fields I will be offering the app to.***

Possible additional revenue streams –

1. Premium subscriptions
2. In-app purchases
3. Event corporate sponsorships
4. Speaking engagements
5. Affiliate advertising on our website and through podcast sponsors
6. Annual event ticket prices from attendees

**Future: Spanish language option**

**What our app will offer –**

- A digital platform exclusive to our target market where they can safely engage with each other without attracting men looking for relationships.
- An intentionally positive and uplifting community, curated to specifically meet the needs of the members without all of the other political and societal distractions or mindless social media scrolling, which can lead to a decrease in wellness and can negatively impact mental health.
- An "I get it" and "I got you" group of women combatting loneliness and isolation through meaningful connections.
- Expert-led resources that will help members remain effective long-term in their pursuit of a safer and more equitable world by building resilience and increasing overall wellbeing.
- Relationships with peers all around the world for less than the price of a venti coffee!

**FREE VERSION:** Includes the opportunity to learn about and connect with peers within a 20 miles radius of their location and within their own industry. They can in-app message, ask questions, network, and get to know each other. The app will automatically pull up recommendations for others in that radius and industry.

Includes daily opportunities to view the Member of the Day and the Daily Inspiration Post

### **For \$8 a month – ALL ACCESS**

\*Includes access to connecting with members in their state within their own industry.

\*Includes access to any events, classes, trainings, or meet ups in any location in the state. The app will automatically pull up recommendations for others in their state.

\*Includes calendar of events for that month, where members can update and add to and other paid members can access to meet in-person with their connection.

\*Includes daily opportunities to uplift and encourage each other through inspirational quotes, success stories, and encouraging mission moments, as well as self-care tips. (All members in their state can view)

\*Full access to guided gratefulness journal and journal sharing

\*Full access to Member Shout-out Board

\*Instead of Daily Self-Care – add *Daily Humor*

\* Full access to audio sessions

\* Full access to the topical library

\* Full access to expert guided self-care and self-love sessions

\*Full access to video chat with connected members

\* Full access to member conversations (based on geographic location)

\* Full access to connecting with all members anywhere in the USA and in any industry.

\* Full access to any events, classes, trainings, curated dinners, or meet ups in all states.

The app will automatically pull up recommendations for other members and classes happening in their state, as well as others around the US in their industry. *This level will also alert others in your area that you are attending the event, class, training, or meet up.*

\*Includes opportunity to advertise job openings within their nonprofit and network for other business opportunities around the USA.

\*Includes daily opportunities to uplift and encourage each other through inspirational quotes, success stories, and encouraging mission moments, as well as self-care tips. (All members can view)

\*Full access to stories about inspiring women in history who have changed the world

\*Full access to the topical library – professional growth, personal growth, finances, fundraising, board governance, how to balance work and family, how to be a servant and relational leader, how to manage with empathy, how to live with vision, trauma informed care and leadership, managing people through crisis, strengths-based leadership, how to show mercy, lessons on being called to serve, inspirational fundraising, how to simplify your life, practical tips on pouring into others when you feel empty yourself, cultivating your heart for others, how to use your story to help bring others hope, leadership principles,



\*Full access to expert guided self-care and self-love sessions – topics on vicarious trauma, compassion fatigue, mindfulness, grief and loneliness, burnout, worry and anxiety, imposter syndrome, boundaries, battles professional women face, divorce and relationship struggles, how to overcome, how to advocate and champion for yourself, beauty and true inner strength, how to stay positive, how to lead courageously, how to love when you've been hurt, how to dream big and wildly

\*Full access to member forum (based on geographic location)

**IN-APP PAID FEATURE:** Text or video chat with experts or licensed professionals with questions, advice, or guidance

**IN-APP PAID FEATURE:** Watch and download short videos that will help you in your nonprofit work

**Next phase of the app:** Will include more options for tracking progress and improvements in mental health and wellness through assessments and periodic surveys. Also add tracking and incentives/rewards for engaging regularly in the app.

## **OUR START UP TEAM:**

### **Kristen Harness, Founder and CEO**

My vision for GoodHeart Collaborative was birthed out of my experience being the Founder and CEO of a nonprofit called Extended Hands of Hope for almost 7 years. While starting this organization, I was told multiple times by a variety of people that I wouldn't succeed because the other homes like this didn't last past 2 months, I didn't have the social work experience or education, and that it was just too difficult and too expensive to start up and maintain. Out of sheer stubbornness, tenacity, business acumen, hard work, grit, compassion, and perseverance, I took Extended Hands of Hope from just a vision of 1 person, to the only safe home for this population in the Denver metro and surrounding areas, employing 25 people at a time; expanded our reach by developing and implementing multiple additional programs which provide a holistic treatment model for this population; developed and launched a social enterprise of which I secured \$150,000 in startup funding, and have raised close to 4 million dollars to fulfill our mission and work. My story and experience resonate with so many other female nonprofit executives and female nonprofit founders. I carry the vision, the startup experience, and the story that will connect the members to the mission of this business. I have served as Founder, CEO, Board Member, Consultant, and Volunteer across my time in nonprofit work. I have a track record of proven effective leadership skills and know what it takes to start up and scale a business.

### **Bobby Harness, PMP CSM, Co-Founder and Technical Manager**

Bobby is a Certified Project Management Professional (PMP), Scrum Master (CSM) and Scaled Agile Framework leader (certified SAFe 5 Agilist) with over 13 years in large enterprise IT

experience, 2 years as a Scrum Master for a successful mobile development scrum team, 8 years collaborating successfully with Product Managers in Agile development organizations, and 6 years' experience as a consultant working face-to-face with public and private sector clients on software, hardware and professional services engagements. Bobby works closely with our professional app development team and manages the project on a daily basis.

## **MARKETING STRATEGY:**

**Our top competitors are Sanity and Self and Shine. Both apps are wellness selfcare apps for women which have a growing userbase over the past 2 years. Sanity and Self has over 1,000,000 users and Shine has over 5,000,000 users.**

GoodHeart Collaborative's mission resonates with our target market because of our values, purpose and meaning. Our marketing strategy will include a pre-launch, a soft-launch, and a hard launch phase. My goal is to get as many downloads as possible the first week of the hard launch phase. The more rapidly the app gets downloads, the higher it will rank in the App Store search results.

Pre-launch Phase consists of a 4-week long beta test with up to 100 beta users who may fall into the target market but may also comprise of people from all industries and backgrounds. These beta testers will provide feedback on app features, flow, ease of use, signup and onboarding process, design, and much more. Beta users will be personally invited and chosen by me utilizing my current network and social media followers.

Soft Launch Phase consists of 4 weeks of reaching out to influential Female Nonprofit Executives and Nonprofit Founders that I currently am connected in order to have them test the app and promote our app launch on their social media platforms and within their networks. I will also be connecting with my current foundation partners to request that they promote the app to their networks and on their social media as well.

We have tentative plans to release our app in February 2021, with the understanding that there may be a delay in release due to a longer approval process in the app store and other outside determining factors.

Before our hard launch, we will have created a professional and exciting landing page at [goodheart.app](http://goodheart.app) which will help with some early search engine optimization, provide more information on the app and other parts of the business, allow for potential advertisements, and creating some hype around the app. After the landing page is complete, I will reach out to all of my current connections in the media, publications, and other key influencers who can help provide exposure of the new app, honest reviews, excitement for the launch date, blog posts, and connections to potential new members.

I will make sure to provide a clear and concise presence and communication on all social media sites that will help every visitor know we have an app, the purpose of the app, the target market of the app, and a link to download the app. I will post daily updates regarding features, reviews, member feedback, and other relevant content on Facebook, Pinterest, LinkedIn, Twitter, and Instagram.

After the official launch, I will roll out advertising directed at our target market, on social media platforms like LinkedIn and Facebook.

I will also utilize App Store Optimization to help the app rank higher in the app store which in return should convert customers at a higher rate. Over 65% of apps are discovered from a search in the App Store directly. We will include screenshots, videos, and a catchy title. I will also reach out to Apple's editorial team to see if they will feature this unique app on the app store.

I am also hosting a podcast called GoodHeart Gals where I will highlight and feature members on the app and share their stories within the app, through email, on our website, and on social media.

### **What makes our app different from a Facebook group or another app?**

In order to engage in a group in FB, you have to log in to Facebook and access your personal page first, this can be very distracting or even triggering if you begin scrolling through all of the posts and all of the other groups you are a part of. It's information overload sometimes. GoodHeart app is completely exclusive to your member community, intentionally positive and uplifting, and is curated to specifically meet the needs of the members without all of the other political and societal distractions or mindless scrolling, which oftentimes can lead to a decrease in wellness and impact mental health. When you log in to GoodHeart app, you know what you are getting. You know that you are connecting with a like-minded community who are there to support each other, as well as experts there to encourage wellness, not a bunch of subject matter that triggers negativity or confrontation.

There is also some data supporting a decrease in users trust in how FB is protecting privacy. Our app will be developed in a way that protects member's private information and will not sell it off to businesses.