



## Tarawhona

Today's Girl Tomorrow's Woman

Today's Girl Tomorrow's Woman is a mentoring group that provides young women with the opportunity to hear from accomplished women who have pursued careers in every industry.



## Case Study

# National Expansion

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## Breakdown

Tarawhona had been running a successful non-profit for 10 years in the New York City area. As she watched her vision thrive and sustain for a decade, she desired to take it nation-wide to help more young ladies explore life after high school, career development, and STEM opportunities.

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## Challenges

### *Time*

- With a full plate as a doctoral candidate, wife, multpreneur, and mentor, Tarawhona needed to make time to work on her nonprofit.

### *Attachment*

- Having been so close to the project, Tarawhona needed a set of outside eyes to help her see the 100,000 foot view of her accomplishments and opportunities.
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## Results

Within 3 sessions Tarawhona and I were able to complete her franchise plan to outline the criteria for new chapters across the country and create a 1-page business plan to enhance her fundraising efforts as she entered into new territories and locations.