



PARTNERSHIPS, BUSINESS DEVELOPMENT & MARKET INTELLIGENCE

Build relationships. Expand influence. Create opportunity.

CCG helps organizations develop high-value partnerships, identify market opportunities, strengthen stakeholder relationships, and build the systems required for sustained business development.

Sustainable growth requires more than networking. It requires a deliberate approach to identifying opportunities, cultivating decision-makers, aligning shared interests, and managing relationships over time. CCG combines partnership strategy, business development, and market intelligence to move relationships toward measurable value.

HOW WE HELP

- **Strategic Business Development** — identify, qualify, and pursue opportunities aligned with growth priorities.
- **Partnership Development** — cultivate relationships that expand resources, reach, and organizational value.
- **Coalition Building** — align diverse organizations around shared goals, roles, and coordinated action.
- **Government Relations** — strengthen engagement with agencies, elected leaders, and public-sector decision-makers.
- **Economic Development Partnerships** — connect strategy to place-based investment and growth opportunities.
- **Market & Competitive Intelligence** — assess trends, demand, competitors, and emerging opportunities.
- **Stakeholder Engagement** — build trust and create structured pathways for participation and alignment.
- **CRM Strategy** — organize relationship data, outreach, follow-up, and opportunity pipelines.

WHEN TO ENGAGE CCG

- **Entering** a new market, sector, or geographic area
- **Seeking** strategic partners, clients, or institutional relationships
- **Building** a coalition around a complex shared priority
- **Engaging** government agencies or public-sector leaders
- **Navigating** an unfamiliar or competitive market landscape
- **Managing** disconnected stakeholder information and follow-up
- **Creating** a repeatable business development pipeline

DESIGNED FOR

Nonprofits • Government agencies • Educational institutions • Healthcare organizations • Foundations • Economic development organizations • Mission-driven businesses • Cross-sector coalitions

WHAT STRATEGIC PARTNERSHIPS & MARKET INTELLIGENCE CAN ACHIEVE

High-value partnerships ♦ Expanded opportunity pipeline ♦ Stronger market position ♦ Cross-sector alignment ♦ Better stakeholder intelligence ♦ Sustained relationship management

THE CATALYST GROWTH JOURNEY™

01 DISCOVER Map the ecosystem	02 DESIGN Set partnership strategy	03 DEVELOP Build outreach systems	04 DEPLOY Activate relationships	05 DEMONSTRATE Track value
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WHY CCG Cross-sector partnership expertise, business development discipline, and data-informed market insight—aligned with your goals, stakeholders, and competitive environment.

**EXPAND YOUR PARTNERSHIP
ECOSYSTEM**

[Schedule a Strategy Session](#)

Transforming ideas into investment, partnerships into progress, and vision into measurable, sustainable impact.