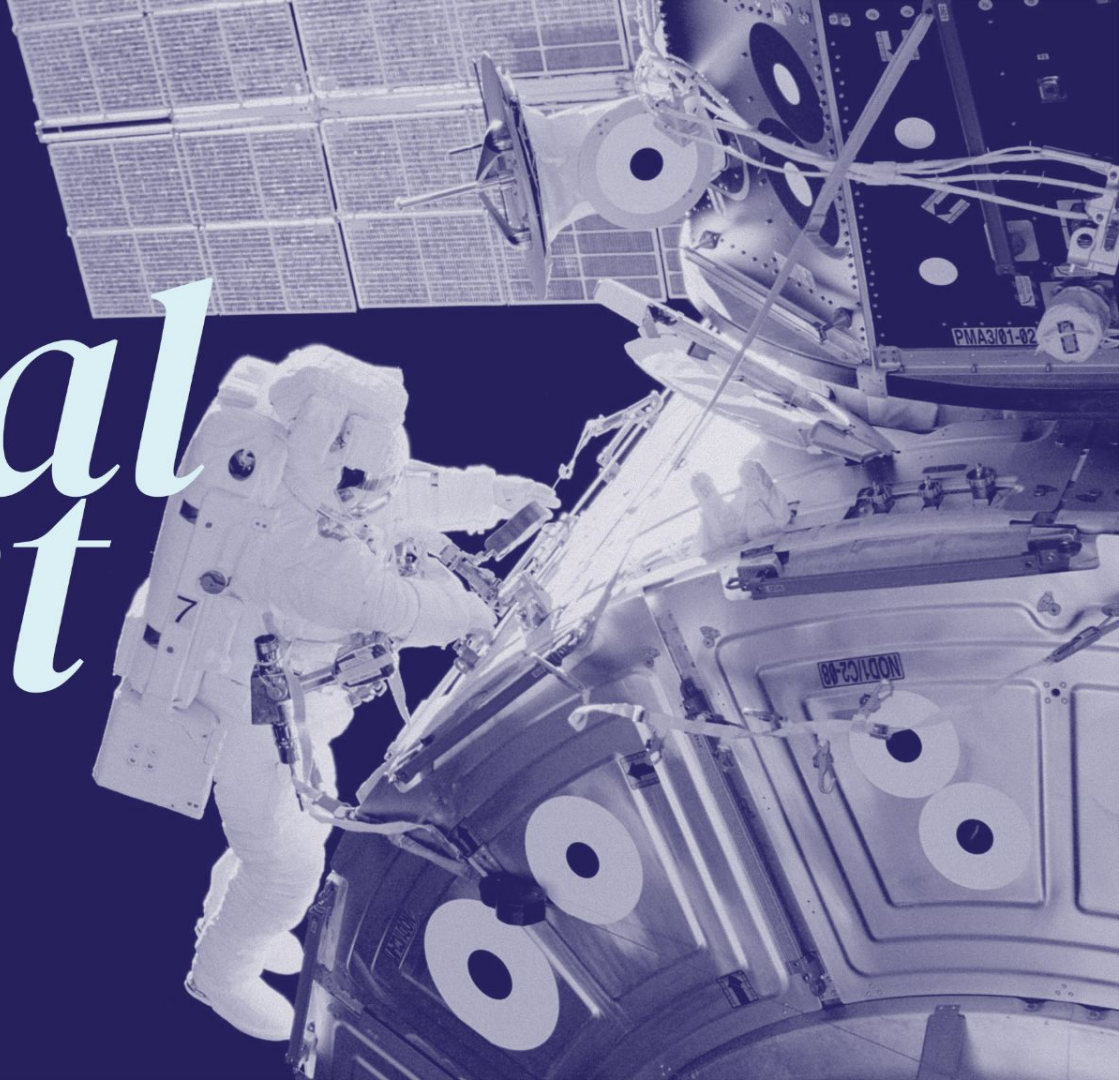




annual report

Selections from Blue Sky Partners'
2021 service portfolio

blueskypartners.co



The “changiest” it’s ever been

2021 was a lot of things, but it wasn’t easy.

At Blue Sky Partners, we work with leaders and teams to set clear goals, develop sustainable systems, and establish healthy expectations.

That’s not easy even under the most idyllic circumstances.

Nonetheless, we worked with some amazing leaders and teams who not only grew their business in 2021, but grew personally, too. Like 2020, our average engagement lasted a year, focused on building new business models, departments, initiatives—launching, testing, iterating.

We dug deep with leaders and managers to clarify organizational goals, inspire (and be inspired by) their teams, and build in time for reflection and rest.

Through our work, we’ve discovered some incredible stats about the amount of money companies make and save, the amount of time their executives get back, and how quickly they bring new ideas, team members, and processes online—just by working with BSP.

For example, a company that works with BSP as they scale up will save more than \$100,000 per year on average while they prepare the organization for new full-time hires. The average organization that works with BSP also sees a 33% increase in productivity around internal projects.

This year, we expanded our services to produce and facilitate innovation accelerators, working with Trinity University, the City of Austin, TarmacTX, and INCO US. These accelerators helped new entrepreneurs learn the ropes, and helped existing organizations in the environmental space develop scalable models to create green energy jobs in Central Texas.

The BSP team grew in 2021, adding our first full-time consultant, Shayna Dunitz, who brings a wealth of operational experience and supercharges our ability to help our clients do good work for a long time.

Recently, I read [a thing about funding in Silicon Valley](#) where an entrepreneur said, “The basic fabric of the world is up for grabs... [this is] the changiest the world has ever been.”

When the world is changing, it’s an opportunity to do cool stuff and try new things to make things better—all the old models are up for grabs. Despite the weirdness and challenges, 2021 was an opportunity to do that.

We’re grateful for the opportunity to have done the work represented in this report in 2021, and excited to keep doing it with you in 2022.



NATHAN RYAN, CEO

SERVICES

What does BSP do?

In 2021, BSP solidified and expanded how we work with organizations, leaders, and teams. Here's how our portfolio of services has evolved.

Management Consulting

Project and retainer-based consulting focused on helping organizations build out, iterate and improve operational systems as they scale. We run [Executive Projects](#) and help with everything from financial modeling to operational oversight and marketing.

Accelerators

BSP designs inclusive, outcome-based accelerators to make ideas a reality or assist companies and nonprofits as they rapidly grow. This includes an equitable intake process, custom designed programs, peer-to-peer mentoring, community presentation, and custom materials for the cohort to use long-term.

Leadership Coaching

If you're an executive leader and you stop growing, your organization will too. That's why every one of BSP's retainer consulting clients includes one-on-one leadership coaching with a member of our team.

Workshops

[BSPs workshops](#) are designed to help organizations gain clarity on their finances, help leaders gain control of their calendar, help teams develop measurable KPIs, and hone your organization's Vision, Mission, and Values.

BSP growth

While we hung on to the majority of our clients in 2021, our client portfolio and service offerings also grew—as did our team.



62%

new
clients served

38%

client retention

33%

growth in
total revenue

2

new
team members

A group of four people are seated around a wooden conference table in a meeting room. They are engaged in a discussion, with laptops and notebooks open on the table. The scene is dimly lit with a blue overlay. The text is overlaid on the left side of the image.

**Blue Sky Partners helps
leaders and growing
organizations build a better
workplace by setting clear goals,
developing sustainable systems,
and establishing healthy
expectations**

“I can say for sure that CD&P has seen a **shift for the better in both its cultural and operational alignment since we started working with Blue Sky. With our new mission, vision, values, **we have a framework** to use as we make decisions”**

Arin Gray • President, Concept Development and Planning

PERFORMANCE

Digital Business Transformation

2021 required organizations of all sizes to look critically at *how* their work is being done. **Digital business transformation** is how BSP optimizes and streamlines organizational systems. We build custom digital project management and company-wide management infrastructure along with standard operating procedures for growing organizations.



4

total digital
business transformations



1,144

client hours saved as a result
of platform efficiency

Organizations that work with BSP
save an average of \$102,000
per year by hiring BSP instead of
a full-time executive as they
scale up.

Organizations that work with BSP
see a 33% increase in productivity
on internal projects.



“In 2021, BB Imaging experienced rapid growth. Blue Sky Partners evolved our financial model and managed our budget to make sure we had confidence in our projections as we expanded our team and our market share.”

Blanca Lesmes • Co-founder & Principal, BB Imaging

PERFORMANCE

Marketing

Our **Marketing** efforts serve our clients on an increasing number of channels and services, from user and social engagement, media strategy, and member outreach. This is how BSP and our clients' marketing engagements have been impacted as a result of our work.

300%

Engagement growth
on Twitter

200%

Engagement growth
on LinkedIn

300%

Increase in average
click-through rate

825%

Forecast newsletter
subscriber growth

“I think the biggest difference has been the **clear and well-executed project management** that BSP provides. The deliverables are clearly defined and the plan to get there is managed in a way that helps us to make progress on things that no one on the team had the bandwidth to bring to completion.”

Meredith Monk Ford • Executive Director, FolioCollaborative

ACCELERATORS

Supporting Emerging Leaders



In 2021, BSP designed and facilitated two accelerators and established accelerator program design and facilitation as a core service. We focused on the early-idea phase with nonprofits in a growth stage, supporting 12 organizations over the course of 24 weeks, featuring 44 speakers from across the country and globe, helping them make key decisions about governance, formation, finances, go-to-market strategy, legal, and more. We're excited to continue to watch these organizations grow and make an impact.

“Blue Sky Partners has been a vital collaborator in our strategy of spurring social innovation through community-focused accelerator programs. They're the best I've worked with in bringing diverse and often overlooked organizations together and elevating them to the next level of performance.”

Daniel Culotta • Acting Chief Innovation Officer, City of Austin

Meet Blue Sky Partners



Siri Chakka

Senior Analyst

Communications, Engagement Strategy



Shayna Dunitz

Consultant

*Business Operations, Scaling,
People Management*



Matt Glazer

Co-founder, Chief Strategy Officer

*Leadership, Operations, Finance,
Community Engagement, Building, Scaling*



Callie Kerbo

Creative Director

*Marketing, Communications,
Social Media Strategy, Design*



Nathan Ryan

Co-founder, CEO

*Leadership, Mission, Vision,
Messaging, People Management*



Timothy Seaton

Co-founder, COO

Finance, Operations, Implementation

Recognition

2019 Austin Chamber A-List Finalist

BSP, Small Business Category

2019 Changemaker Finalist

Nathan Ryan, AYC FAVE Awards

2019 People of the Year

Nathan Ryan, Tribeza Magazine

2019 CEO Awards Finalist

Nathan Ryan, Austin Business Journal, Small Business Category

2020 Austin Under 40 Finalist

Nathan Ryan, Innovation and Startup Category

2020 FAVE Awards Finalist

BSP, Small Business Category

2021 FAVE Awards Finalist

BSP, Small Business Category

Leadership Austin Emerge

Tim Seaton

Entrepreneur in Residence

Matt Glazer, Trinity University

2021 MWOY LLS Nominee

Nathan Ryan

2020 MWOY LLS Nominee

Matt Glazer

2021 MYOY LLS Leadership Team

Matt Glazer

2021 Notley Changemaker Finalist

Nathan Ryan



Team Volunteer Time

Nathan Ryan

Economic Prosperity Commission, Austin
Urban Transportation Commission, Austin
Chair, LBJ Future Forum
Chair, Austin Monitor

Shayna Dunitz

Board, 3 Day Startup
Steering Committee, Annie's List

Matt Glazer

Board, The Other Ones Foundation
Board, E4 Youth
Advisory Board, Austin Tech Alliance
Mentor, Annette Straus Institute
Campaign Bootcamp.
Member, Leadership Austin Alumni
Committee
Political Director, Truman National
Security Project Texas
Judge, mentor, and coach at
MassChallenge, Geekdom
Strategic Communication Committee,
Downtown Austin Alliance
Communication and Government
Relations, Hill Country Conservancy

Donations

3 Day Startup
American Genre Film
Annie's List
Archive
Austin Justice Coalition
Austin Pets Alive
Austin Young Chamber
Austin Monitor
E4 Youth
Love-A-Bull
Multicultural Refugee Coalition
The Other Ones Foundation
Well Aware
Texas Civil Rights Project
Run for Something
Leadership Austin
LBJ Future Forum
Texas Tribune
KUT Austin
Heroes for Children
Leukemia & Lymphoma Society
Trail Foundation
CASA of Travis County
Mission Capital



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