

SANITIZED OVERVIEW. DETAILS AND IDENTIFIERS REMOVED.

Advisory for high-stakes decisions.

Matt is not a “let’s talk it out” advisor. He is the person leaders call when the stakes are high, the politics are live, and the margin for unclear decision-making is zero.

MATT’S ROLE

He serves as a decision partner, part operator and part coach. He brings judgment, structure, and language that help leaders move fast without creating a mess downstream.

CREDIBILITY

- + Five years as an Executive Leadership Coach at Harvard Business School
- + 30+ years as CEO across multiple organizations, leading a 500+ person team
- + 150+ coaching relationships across leadership, enterprise dynamics, and complex transitions
- + 250+ fundraising events produced or led, where the experience had to perform
- + Known for turning messy, emotional, and politically charged situations into clear decisions and follow-through
- + Worked with hundreds of athletes, celebrities, high-net-worth individuals, institutions, corporations, governments, foundations, and nonprofits

WHERE MATT IS MOST USEFUL

- + High-stakes decisions with incomplete information
- + Board, founder, partner, and exec-team alignment when incentives conflict
- + Messaging for consequential asks: funding, strategic shifts, sensitive moves
- + Transitions where morale and trust are fragile and clarity matters more than inspiration
- + Fundraising strategy and experience design when donors need premium moments and trust
- + Governance dynamics: decision rights, escalation, cadence, accountability

WHAT PEOPLE BRING HIM

- “We’re stuck in debate loops and every meeting resets.”
- “I have to walk into a high-stakes meeting and win it quickly.”
- “We keep revisiting decisions because assumptions and trade-offs aren’t written down.”
- “A key stakeholder is creating friction and the politics are getting dangerous.”
- “We have donors, but our events feel generic and we’re leaving money on the table.”

HOW MATT WORKS

- + Clarify what is true versus assumed, and what decision actually needs to be made
- + Write down constraints and trade-offs so the group stops arguing in circles
- + Build a clean stakeholder strategy: engage, ignore, or escalate, and how
- + Rebuild the message so it lands with the decision-maker
- + Leave with owners, next moves, and a cadence that survives after the meeting

COMMON OUTPUT

- + **Decision brief (1-2 pages):** decision, constraints, options, risks, recommendation, owners, open questions
- + **Assumptions list:** what this relies on and what would change our mind
- + **Stakeholder map:** incentives, objections, risks, and a plan for each person
- + **Talk track:** what to say first, what to cut, and how to handle pushback
- + **Cadence plan:** the minimum rhythm that keeps momentum and accountability real

ENGAGEMENT SHAPE

- + A quick intake to frame the decision and the people involved: stakeholders, politics, constraints
- + Weekly, biweekly, or monthly cadence focused on the next decision, not endless discussion
- + Optional working sessions: board prep, leadership offsites, team resets, donor strategy

Start with a working session.

Thirty minutes to frame the decision and the next step.

Matt George

matt@glassrootpartners.com

glassrootpartners.com