



CASE STUDY

NationSwell

Leslie Leggett
Vice President, Community

Leslie is an experienced community leader with a demonstrated history of building strong, innovative communities across sectors and geographies.

WEBSITE

<https://NationSwell.com/>

INDUSTRY

Journalism, Event Design, Digital Content, Membership Community

EMPLOYEE COUNT

19

CERTIFIED B CORP

ABOUT NationSwell THE COUNCIL

The NationSwell Council is a diverse community of leaders, committed to accelerating impact across all levels of society. Part membership community, design firm and publishing house, NationSwell works to support America's leading problem-solvers.

THE SCENARIO

As a member driven organization, the weekly newsletter is NationSwell Council's primary communication tool. Despite its importance, each week the team has struggled to meet content submission deadlines and sign off on the final draft. Additionally, it was challenging to bring new and infrequent contributors up to speed quickly.

NationSwell used Valued Acts to provide a sightline into standard operating procedures for a team with shifting involvement, creating buy-in around the importance of deadlines that has led to on time content delivery.

SHORT TERM GOALS

Develop a rhythm and cadence to the newsletter **production that avoids a hectic last minute scramble** and maximizes staff participation and insights.

LONG TERM GOALS

Create compelling, community driven stories that **drive renewal and growth for the organization**. Shift senior leadership role from operations to strategy.

"I'm spending less of my time going back and reworking things before they go out."

- Leslie Leggett



“I have been pleasantly surprised by the **improvements that are just a result of the transparency of the process and the accountability through it** I did not anticipate that we’d change our last minute Thursday night scramble but we really have.”

-Rose Bromka,
Managing Director
NationSwell Council

FINAL RESULTS



Team consistently hitting content deadlines and leadership **time on copy edits has been reduced by 50%**



The team now has **bandwidth to innovate on new design** and content elements



With improved cadence in place, the **team is beginning to experiment with multi-week editorial planning**



Leadership is confident about the team’s ability to cover key stakeholder’s family leave

IN SUMMARY

Valued Acts helped the NationSwell newsletter team focus coordination efforts and conversations on clarifying roles, points of handoff and clearing bottlenecks in production and publication. By working in short, time-bound sprints the team was able to test new processes, quickly measure impact and refine further, week by week.