



IMPACT PROFILE

The caliber of the EIA professionals far exceeded my expectations. Sandra and Anthony heard our needs and delivered just what we needed!

JOHN SICHTER
Chief Administrative Director



Your Family Arts Center

DALLAS CHILDREN'S THEATER

Astonishing kids & families with the fun of Broadway-like plays & a lot more!

Develop a strategic plan for daily operations and marketplace positioning.

104 hours
EIA INVESTMENT

\$20,000
MARKET VALUE OF EIA PROJECT

CREATING THE NEXT STAGE

Rated by TIME Magazine as one of the top five theaters in the nation for youth and families, Dallas Children's Theater (DCT) has grown from a \$500 initial investment to a \$3 million annual budget. But as DCT grew, so too did its needs for space. In 2003, the entire operation moved into a 58,000 square-foot facility located at Skillman and East Northwest Highway in Dallas. This \$10-million effort clearly signaled the fact that DCT enjoys community-wide support—and the leadership team wants to keep it that way.

To stay ahead of the curve in a fast-changing world, DCT approached Executives in Action (EIA) for support in turning its focus to the development of a strategic operational plan. EIA connected DCT with Sandra Session-Robertson, a 20-year nonprofit executive with development and communications specialties; and Anthony Fedele, a 30-year branding specialist with experience at international and domestic ad agencies. Today, thanks to these two experts, the organization has in hand a documented two-year plan and a practical method for moving the plan forward—not to mention some very innovative "out-of-the-box" ideas for positioning itself in the marketplace even more effectively. And after all of the work, DCT also decided to add one of those great EIA executives to their full time team!