

Pitch Deck

The logo for TERSHA LLC is displayed in a stylized, rounded font. The letters 'T', 'R', 'S', 'H', and 'A' are blue, while the letters 'E', 'R', and 'S' are purple. The letters are connected at the base by a thin horizontal line. The logo is centered within a white rectangular area that has a subtle drop shadow and is set against a blue background.

TERSHA

*Sharon Attipoe-Dorcoo, PhD
Principal of TERSHA LLC*

About Me

Transforming data and lived experiences into strategic clarity and direction

I help mission-driven leaders turn **complex data** into **stories** so you can make money, save time, and grow.

By bridging quantitative insights with community truths, I enable **confident** and **aligned decision-making** that drives impactful change and fosters organizational growth.



Why leaders partner with me.

Save Time

Stop wading through noise.

Lower Risk

Make decisions based on clear interpretation, not guesswork.

Accelerate Priorities

Move critical initiatives forward without the drag of confusion.



Executive Leaders & Founders

Seeking strategic insights, and compelling narratives



Nonprofits & Philanthropies

Rich in data, need to communicate impact



Grassroots & Community Orgs.

Translating lived experience into institutional language



Public Agencies

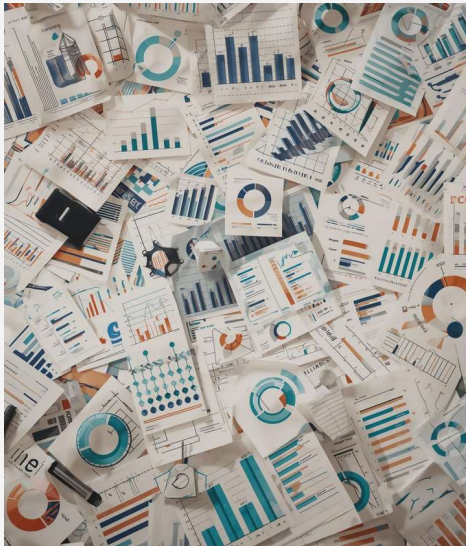
Transforming challenges into sustainable solutions

Who I Serve

Common Problems Clients Face

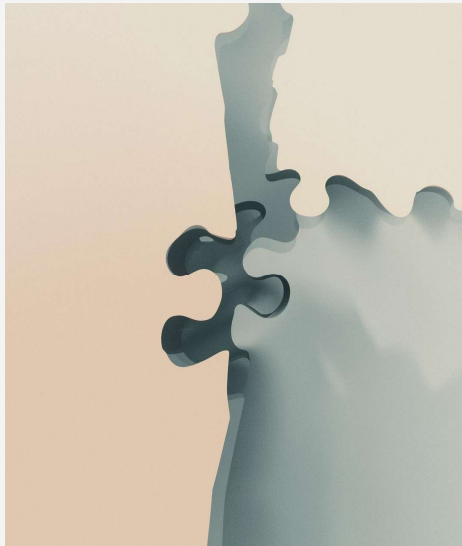
Information Overload

Too much data, lacking clear direction and context



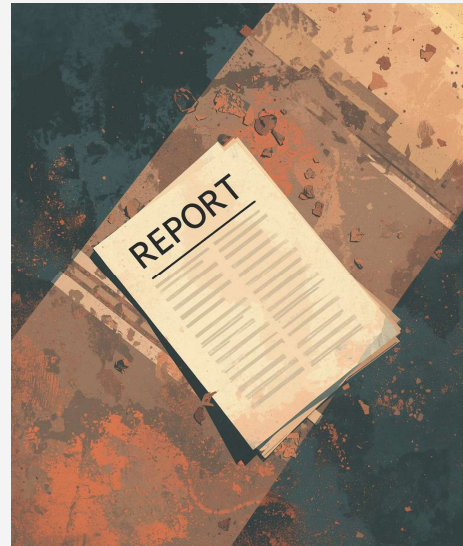
Storytelling Gap

Data fails to narrate compelling insights



Reporting Formats

Reports that remain unread and unused



Impact Demonstration

Difficulty showcasing true organizational impact



The three questions that data alone cannot answer.

1

Meaning

What does this actually mean?

2


Action

What should we do next?

3

Influence

How do we communicate it in a way that moves people?



Without a strategy, these questions remain unanswered, stalling progress.

Narrative strategy does more than explain—it empowers.

It translates complex insights into a clear direction, providing the clarity needed to drive action and achieve tangible results.

Strengthen Funding

Give donors the confidence to invest.

Support Strategic Decisions

Clarify the path for leadership.

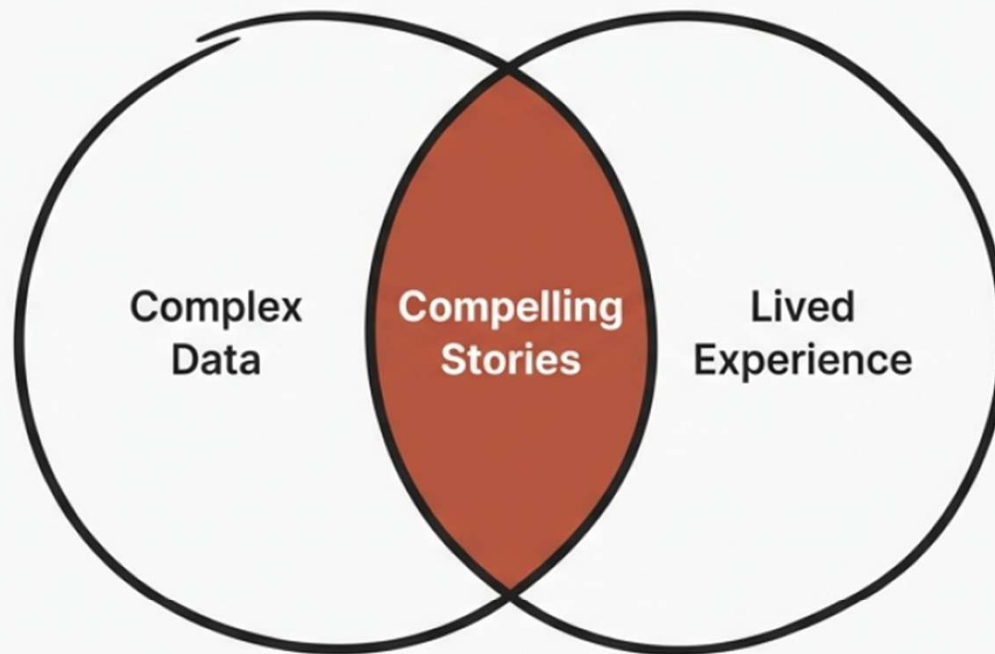
Create Alignment

Unify teams and stakeholders around a shared truth.

Communicate with Confidence

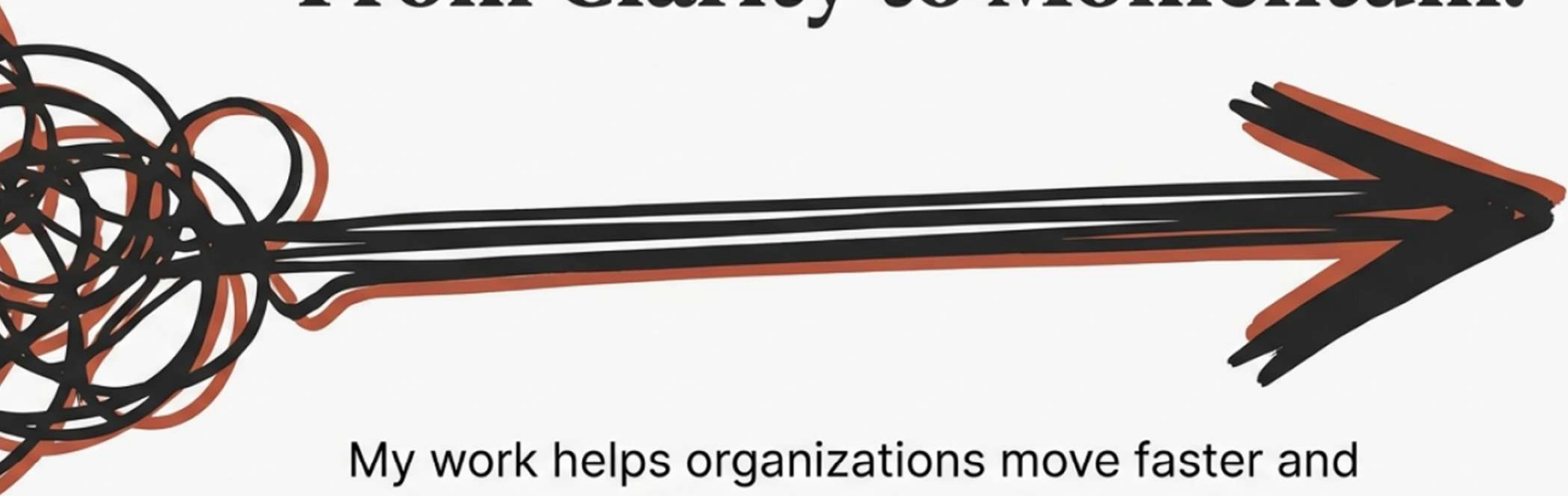
Advance the initiatives that matter most.

The Intersection of Insight.



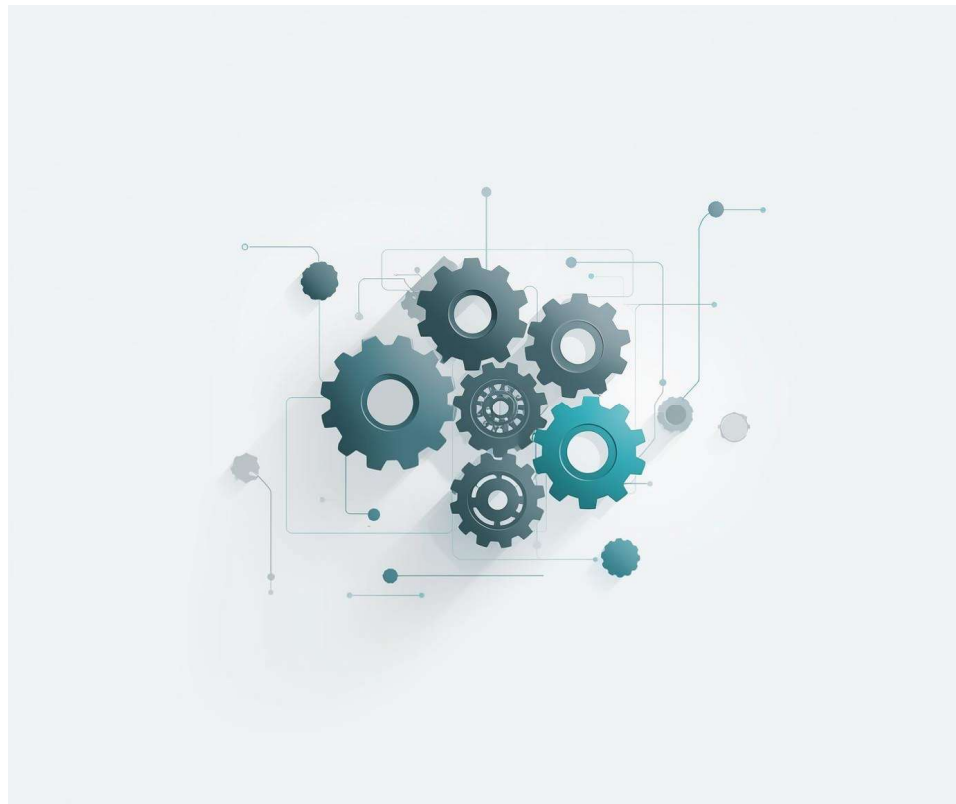
Real impact requires more than numbers. It requires synthesizing these inputs to answer the 'So What?' and create a narrative that resonates.

From Complexity to Clarity. From Clarity to Momentum.



My work helps organizations move faster and communicate impact with confidence. Let's ensure your data tells the story your mission deserves.

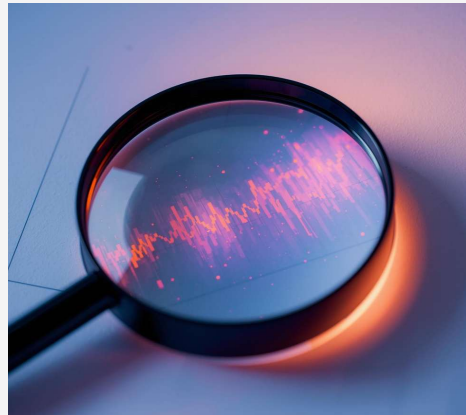
Clarity–Alignment–Momentum



CLARITY

Insight Translation

Transforming data and lived experiences into insights



Pattern Identification

Identifying opportunities for responsiveness



Shared Language

Fostering collective alignment through clear communication



ALIGNMENT

Impact Stories

Crafting human-centered narratives for understanding



Team Alignment

Ensuring collective sensemaking and meaning



Strengthen Credibility

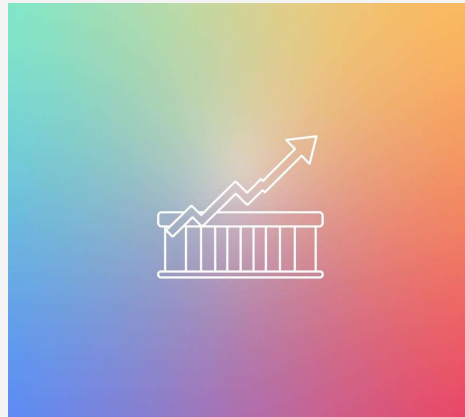
Building trust through a culture of collective engagement



MOMENTUM

Insight Activation

Convert insights to build a culture of informed decisions



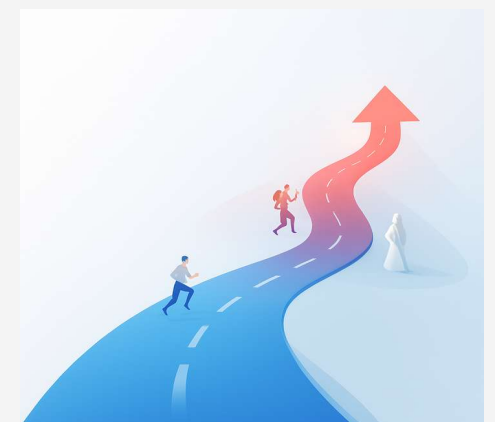
Change Support

Support leadership alignment of transitions



Initiative Facilitation

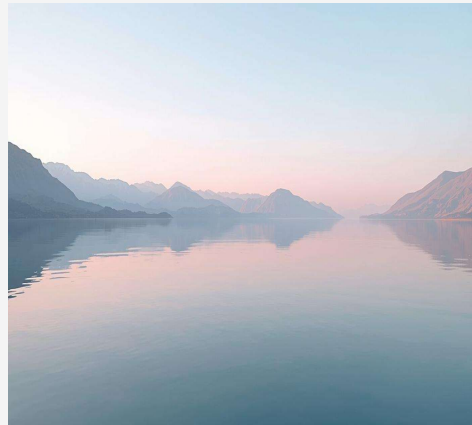
Facilitate initiatives with structure and guidance



Outcomes

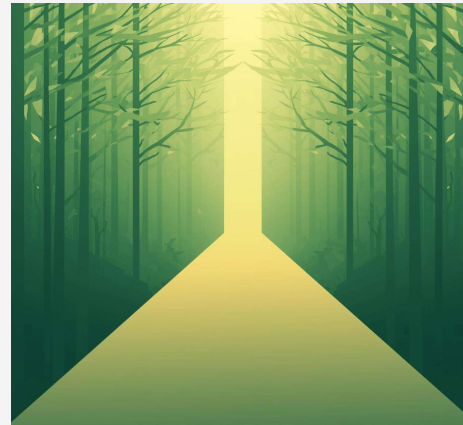
Clarity

Complexity into actionable insights and tools



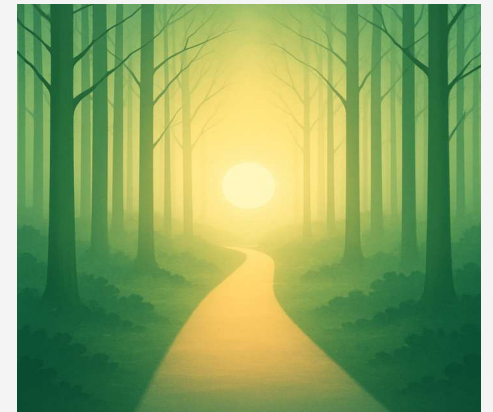
Confidence

Decision-making with stories from data and lived experience



Compelling Insights

Organizational alignment and impact narratives



Contact

Let's turn your data
into a story that
drives action

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CAPABILITIES STATEMENT

<https://qr1.me-qr.com/mobile/pdf/4bf882da-9f77-42f9-8daf-a92d28do963f>

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