NewStar

Why NewStar

A Strategic Partner for Leaders at Critical Moments

Mission-driven organizations face complex challenges that cannot be solved by strategy alone. Financial pressures, leadership transitions, growth plateaus, and internal silos often intersect, placing extraordinary demands on Boards and executive leaders.

NewStar partners with organizations at these critical moments to align leadership, strategy, and operations—so vision translates into sustainable execution.

The Challenge We See

Many organizations are doing important work—but struggle with:

- Misalignment between fundraising, marketing, and finance
- Leadership structures that haven't evolved with organizational growth
- Boards and executives navigating change without a clear roadmap
- Staff fatigue caused by repeated initiatives that don't fully take hold

NewStar exists to address **not just what needs to change, but how change is led, adopted, and sustained**.

What Makes NewStar Different

We bridge strategy and execution.
Our work does not stop with recommendations. We stay engaged through leadership and team coaching to ensure strategies are implemented effectively.
We understand nonprofit leadership realities.
NewStar is led by former executive directors, advancement leaders, and organizational development practitioners who have implemented positive change inside complex, mission-driven institutions.
We work across silos, not within them.
We intentionally connect fundraising, finance, marketing, governance, and operations—because organizational challenges rarely exist in isolation.
We support the human side of change.
Organizational transformation succeeds when leaders are equipped to communicate clearly, manage resistance, and lead with confidence through uncertainty.

Our Approach

NewStar follows a structured, collaborative process designed to meet organizations where they are and guide them forward with clarity.

Step 1: **Discover & Align**
A focused consultation to understand your culture, challenges, and long-term goals.

Step 2: **Design the Blueprint**
A customized assessment framework tailored to your organization's specific needs.

Step 3: **Listen & Diagnose**
Stakeholder interviews and discovery sessions to surface hidden silos and opportunities.

Step 4: **Strategize for Impact**
Clear, actionable recommendations that align leadership, operations, and revenue strategy.

Step 5: **Embed & Sustain**
Ongoing executive and team coaching to ensure lasting adoption and high performance.

Experienced Leadership You Can Trust

NewStar is led by two principals whose complementary backgrounds provide a rare combination of **strategic insight and operational credibility**.

Katie Newsom, Founder & Principal

Katie is a senior nonprofit and organizational development consultant and a professional coach with deep expertise in philanthropic strategy, executive leadership, and institutional change.

She has served as Chief Advancement Officer for a national nonprofit, increasing unrestricted revenue by 85%, and as a founding Executive Director scaling a regional education organization from startup to a $1.8M annual operation. Katie brings a practical understanding of how Boards, executives, and advancement teams work together—and where alignment often breaks down.

Her work is grounded in a deep understanding of how strategy, culture, and leadership intersect—and how to translate vision into measurable results.

David A. Starnes, Founder & Principal

David is an organizational development consultant and executive leader with extensive experience across humanitarian assistance, international development, education, and government-funded programs.

He has served as Executive Director of complex nonprofit organizations and as a Senior Humanitarian Advisor in highly sensitive environments across Africa, the Middle East, and Central Asia. David brings strength in strategic planning, team effectiveness, and leading organizations through high-stakes transitions.

His background allows NewStar to support for profit and nonprofit leaders navigating complexity, risk, and scale—without losing sight of mission, strategy, or people.

When Organizations Engage NewStar

Boards and executives typically partner with NewStar when they are:

- Facing financial or operational strain
- Experiencing stalled growth or internal fragmentation
- Navigating leadership or governance transitions
- Seeking an objective, trusted outside perspective
- Ready to move from planning to execution

A Partnership Built on Context, Judgment, and Trust

NewStar tailors every engagement to organizational realities—working collaboratively with leaders to design and implement solutions that fit their mission, culture, and operating environment.

Let's Start the Conversation!

If your organization is at a moment of inflection and you are seeking clarity, alignment, and a trusted partner to move forward, NewStar is ready to engage.

Schedule a complimentary consultation to explore how an organizational assessment and leadership coaching partnership can support your next chapter.