

# EMPOWERING LASTING CHANGE

THE IMPACT STRENGTHENING DEVELOPMENT™ CERTIFICATION PROGRAM



**KANAVA**  
INTERNATIONAL

A HUBZONE, WOMAN-OWNED,  
SERVICE-DISABLED VETERAN-OWNED  
SMALL BUSINESS

*ISD™ is a practical, innovative certification program that applies a systematic approach to solve a current development challenge, provides assurances to donors, mitigates risks, and offers target organizations a transparent roadmap—all while capturing data to monitor and measure progress.*

At Kanava International, we believe that no “market” is more vital to our world’s health and wealth than the one served by international development partners. Take the United States Agency for International Development, or USAID. Its mission is to **end extreme poverty and promote resilient, democratic societies**. Achieving that will take sustainable organizations with resilient management capacity. But the organizations we work with are often a blank slate, established to address a local need—often in some of the world’s toughest environments—with little more than a bare-bones budget and a desire to help.

## TOWARD SUSTAINABILITY

Think of some of the organizations you advise. What are some of their organizational weaknesses? How would you chart a path toward their sustainability? Chances are, there are a lot of moving parts. And putting them together can seem like a puzzle. Our mission is to help you and your partners put together the parts of the puzzle. That’s why we developed the Impact Strengthening Development (ISD)™ Certification Program.

## UNIVERSAL STANDARDS

Imagine a world where funding and technical assistance decisions are made according to universal standards. Corporations do it (think ISO 9001 or Six Sigma). Development practitioners can do it, too. By having the tools to help build these organizations, whether U.S. small businesses or local organizations, development practitioners can work to end extreme poverty and promote resilient, democratic societies.

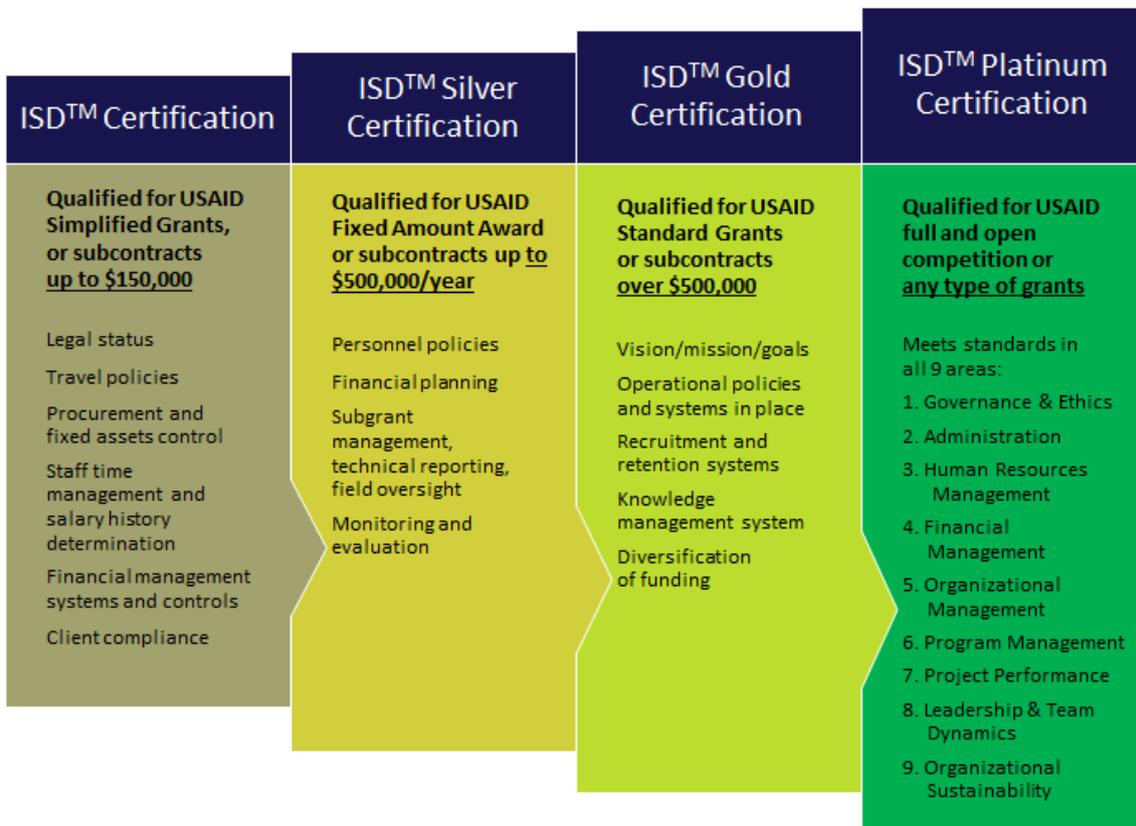
**ISD™ certification offers organizations—and the institutions that support them—a no-nonsense way to assess their strengths, make them known, and encourage excellence in other similar development enterprises.**

## OUR STORY

We’re a HUBZone, women-owned small business with a big idea: We want to empower international development practitioners and organizations to achieve change that lasts. That’s why we believe in **spurring economic development by helping to build sustainable organizations**. We developed the Impact Strengthening Development (ISD)™ Certification Program for exactly that purpose—to help organizations adapt to their challenging circumstances while maintaining core systems that rival those in the private sector. Why? Because we believe they—and the people they serve—deserve no less.

## LEARN MORE

Read more about our work at [kanavainternational.com](http://kanavainternational.com).

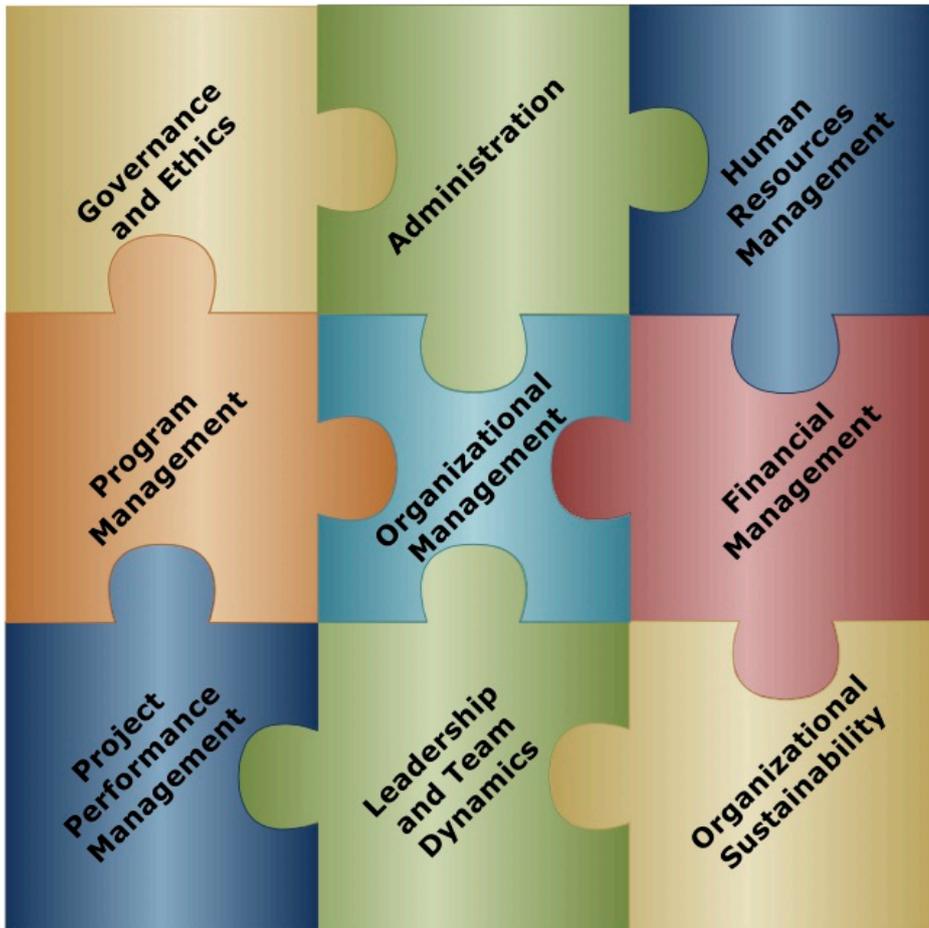


## HOW IT WORKS

With hundreds of questions designed to probe the inner workings of an organization, ISD™ offers a comprehensive baseline to help organizations plan for—and achieve—sustained improvements in their management processes and service delivery. It helps build organizational resilience.

As important, ISD™ empowers organizations to see the big picture, understanding how each business process—from human resources to financial management—fits with the others. Once the pieces of the puzzle are viewed together, the result is a clear vision for sustainable development.

Once our tool identifies the challenges an organization faces, Kanava International has the credibility and expertise to help address those challenges through customized, customer-driven technical assistance. But that's not all.



What small organizations need is a system to gather management information in one place, where they can compare data, identify gaps, and have a clear picture of what they need to improve. That's exactly what ISD™ does.

## OUR VISION

Ultimately, we want ISD™ to make a real difference in people's lives, which is why we're working toward a future in which the certification program becomes a franchisable, open system, available to all. That's why we've forged partnerships with institutions like the George Mason University School of Business, to help us test and refine the tool, and with GlobalWatch Technologies, to help us digitize ISD™ in a way that's easily accessible, especially in the developing world, and provide reporting functions. Here's what our vision for ISD™ looks like:

**Open System** – accessible to all and leverages industry best practices

**Franchisable** – a standard system that can be replicated globally, yet can be localized

**Scalable** – through train-the-trainers, builds capacity of third-party vendors to have global reach

**Measurable** – metrics support decision-making and track progress

**Leverages Technology** – utilizes appropriate technology to accelerate adoption

**Promotes Economies of Scale** – leads to more efficient allocation of scarce resources

## CONTACT US

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