Survive and Thrive

Presented by:
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Surviving and Thriving Requires:

- Assessing your organization
- Thoughtful planning/ Focusing on a manageable number of priorities
- The Right People on the Bus
- Sustainable funding
- Communication
- Recognizing the role of the Exec. Dir, its impact and avoiding burnout.
Why start “S & T” with the Five Life Stages?
“Like people and plants, organizations have a life cycle”

John W. Gardner

The 5 Life Stages – Where You Are, Where You’re Going, and What to Expect When You Get There
Stage One: Imagine and Inspire

Can this dream be realized?
Stage Two: Found and Frame

How are we going to pull this off???
Stage Three: Ground and Grow
How can we build this to be a viable business?
Stage Four: Produce and Sustain

How can the momentum be sustained?
Stage Five: Review and Renew
What do we need to redesign?
Sustainability or
Decline and Dissolution
What the Literature Says About Organizational Life Paths
Assessing your Organization: Seven Focus Areas

- Board/Governance
- Program
  - Horses & Equip
  - Riders
  - Volunteers
- Staff leadership
- Finance/Funding
- Admin. Systems
- Staffing
- Marketing
- Let’s add Facilities
Where do you want/need to grow?

Assess your organization
Review Scores
Organizations have a natural evolution

- No right or wrong place to be
- Important to know where you are; to know that you are NORMAL
What needs to happen to move from one stage to the next?

- Transition ideas – in your key arenas
Thoughtful planning

- Strategic Planning Process
- Set priorities
- Get buy-in
- Stay focused
Strategic Planning Process

Purpose

Conducted in 3 phases
Step One: Get Organized
Step Two: Take Stock
Step Three: Get Direction
Critical Issues Approach
Scenario Approach
Step Four: Refine and Adopt the Plan
Step Five: Implement the Plan
Focus on a manageable number of priorities
“If you don’t know what you’re doing, don’t do it all at once”.

Unknown
Identifying goals
Getting the Right People on the Bus
Sustainable Funding/Resources
Resource Allocation
Fundraising/Resource Building
Finding the right person for the identified need
Brainstorm Activity

- Get into groups of 4
- Share stories of successful relationship building
- Look at your identified goals, what resources do you need?
- Who do you have relationships with where there might be a match?
- What do they need? What are they interested in?
Sustainable fundraising
Event Fundraising

- Pros
Event Fundraising

- Cons
Event Fundraising
Individual Fundraising

Pros
Individual Fundraising

Cons
Individual Fundraising

- Meets the needs of:
Foundation Support

Pros:
Foundation Support

Cons:
Foundation Support

Meets needs of:

Knowledge to build on.
Corporate Support

Pros
Corporate Support

- Cons
Corporate Support

Meets needs of:

[Logos of various companies]
US Giving Statistics

Americans gave an estimated $358.38 billion to charity in 2014 a significant increase.

- 72% Individuals
- 8% Bequests
- 15% Foundations
- 5% Corporations

Reference: GivingUSA.org
Communication

“communication is the exchange of information between individuals by means of speaking, writing, or using a common system of signs or behavior”.
Communication Exercise
Why is it important?
Communication

Internal
Communication

External
Communication Climate

- The tone of communication is vital
- Supportive Communication
Supportive vs Defensive Communication

- Descriptive vs Evaluative
- Problem Oriented vs controlling
- Spontaneous vs strategic
- Empathetic vs. Neutral
- Equal vs Superior
- Provisional vs Certain
Communication

- Don’t forget to listen
- Communication is a 2-way activity
- When listening to complaints
  - Keep your cool
  - Listen with empathy
  - Take action
  - Bring to a polite close
Communication
Defining Leadership

- “True leadership exists only if people follow when they have the freedom not to.”
  - Jim Collins, “From Good to Great

- “Leadership is the capacity to translate vision into reality.”
  - Warren Bennis

- “Management is easy. Leadership is motivating people, turning people on, getting 110% out of a personal relationship.”
  - Colin Powell
So What Skills are needed to be a strong Leader??

- Emotional Intelligence
- Vision, Big Picture and Strategy focus
- Integrity, Honesty and Trust
- Coaching-builds a team
- Delegation-makes others powerful, responsible
- Confidence and Centeredness
So What Skills are needed to be a strong Leader?? Cont.

- Willingness to be wrong
- Commitment
- Positive Attitude
- Approachable
Leadership: An Art of Possibility

“Give people the possibility to live in to not the expectation to live up to.”

“Radiate Possibilities”

-Ben and Rosamund Zander
Role of the Executive Director
Avoiding Burnout
Final Exercise

- Write down your highest priority and what you will accomplish in the next month.
- Write down one person outside of your organization that you will build a relationship with for outside support.
- Address it to yourself and put it in envelope provided and return to presenter.
“Contrary to popular opinion, leadership is not about deciding where other people should go. It's about finding out where they want to go and then helping them get there.”

Unknown