Where are you on your leadership path?
Leadership Path

• Emerging Leaders

• Mid-Career Plateaus

• Senior Managers
Why is this important?

*We Face Serious Challenges*

Survey: 84 Percent of U.S. Workers Blame Bad Managers for Creating Unnecessary Stress

Nonprofit Development Staff Turnover: Is It a Crisis or an Old Paradigm We Need to Change?
Why is this important?

Real Opportunities Exist

350+ University MPA and NPO programs

US has world’s largest nonprofit sector with more than $1.7 trillion in revenue (10% of GDP)

2008: nonprofit job rate 4x greater than for-profit

$59 trillion of wealth will transfer by 2061
Why is this important? You Want to Avoid Burnout & Advance!
How to Excel as an RDO Leader

1. Vision Framework
2. Self-Assessment
3. Strategic Networking
How to Excel as an RDO Leader

1. Vision Framework
2. Self-Assessment
3. Strategic Networking
Importance of Vision
Vision Framework

Mission | Vision | Action
Six Questions to Sharpen Your Professional Vision

1. Timeline
2. Sector
3. Geography
4. Culture
5. Credentials
6. Compensation
In what nonprofit sector are you most comfortable? This could certainly change, but to move this plan from ideas in your head to an actionable document, consider which nonprofit sector you see the greatest potential (i.e., arts & culture, human services, healthcare, education, faith-based, or environmental). If your focus is even more specific, use the added detail in your draft (i.e., K-12 education, career-related healthcare, a faith-based food ministry, etc.). Not sure? Just pick a sector that most resonates with you now.
Vision Framework: **Personal Case for Support**

Having served as a senior leader at two RDO’s over the past fourteen years, I’ll be ready for an executive opportunity by 2025. I want to remain in my regional community and continue to focus on rural capacity-building efforts. I’ll need to demonstrate greater understanding of private philanthropy and campaign strategies and will seek certification through my local AFP chapter in the next year. *(Given my experience, I’ll be seeking a 20% increase in my compensation and benefits package.)*
How to Excel as an RDO Leader

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Self-Assessment: 12 Essential Skills and Experiences

- Learning Plan
- Productivity & Organization
- Strategic Planning
- Sector Knowledge
- Interpersonal Communications
- Management Practices
- Financial Acumen
- Marketing & Social Media
- Governance & Board Development
- Data Management & Technology
- Inclusive Practices
- Strategic Networking
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<table>
<thead>
<tr>
<th>1) Learning Plan</th>
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<tbody>
<tr>
<td>Short- and long-range plan: graduate education, certification, professional development reading</td>
</tr>
<tr>
<td><strong>Current Assessment (1-4): 1</strong></td>
</tr>
<tr>
<td><strong>Action Items to Improve/Better Leverage This Skill:</strong></td>
</tr>
<tr>
<td>1) Obtain a certificate in Business Acumen by the end of 2024 – begin researching three online programs that offer a certificate program</td>
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<td>2)</td>
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<th>2) Productivity &amp; Organization</th>
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</thead>
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<tr>
<td>Clear system of capture, prioritization, and assessment; time and energy management skills</td>
</tr>
<tr>
<td><strong>Current Assessment (1-4): 4</strong></td>
</tr>
<tr>
<td><strong>Action Items to Improve/Better Leverage This Skill:</strong></td>
</tr>
<tr>
<td>1) Write a LinkedIn article about a productivity ritual that works for me in the next 90 days</td>
</tr>
<tr>
<td>2)</td>
</tr>
</tbody>
</table>
Self-Assessment: 12 Essential Skills and Experiences

What is one strength you can build upon?

What is one challenge area on which you can focus?
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Power of Strategic Networking: Weak Ties
Strategic Networking: Identify Key Colleagues

Two Comparison Colleagues

Two Aspirational Colleagues
Strategic Networking: Do Strategic Interviews

1. Why did you get into this work, and what led to your current position?

2. Of what accomplishment are you most proud in your current role?

3. What has been your biggest challenge, and how did you address it?

4. What resources have been most helpful during your career so far?
Strategic Networking: Find Your Mastermind

PMA MASTERMIND

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Nonprofit Consultant
PMA Consulting
Charlotte, NC

Brian Finney
Executive Director
OBX Sees in the Lane
Manteo, NC

Jamie Green
Vice President of Finance and Administration
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Kevin Kousie
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FALL 2023: Gold Group

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Strategic Networking: Develop Your Personal Board of Directors

1. Comparable Peer In Your Sector
1. Comparable Peer Outside Your Sector
1. Aspirational Leader In Your Sector
1. Aspirational Leader Outside Your Sector
1. Board Member
1. Subject Matter Expert
1. Personal Subject Matter Expert
Strategic Networking: Personal Board of Directors Worksheet

2. A Comparable Peer Outside Your Sector
While sector-specific insight is important to have on your board, someone outside of your sector can also add value. This person can become an even greater asset if they are selected from a sector that is of interest to you. If you are currently in the education sector but know you would consider a leadership opportunity with a healthcare nonprofit, then you would be wise to target someone currently working that area in a role like yours.

Characteristics (e.g., different network, different sector):

Names?

3. Aspirational Leader in Your Sector
Like the comparable peer in your sector, you want someone who knows the dynamics of organizations like yours, is well connected, and would enjoy a coaching or mentoring-type arrangement. Again, this is someone whom you have likely identified through your targeted networking and is perhaps five or ten years ahead of you on the path toward a senior leadership in the nonprofit sector.

Characteristics (e.g., local network, same sector):

Names?
Summary: Leadership Lessons

1. Sharpen Your Vision & Coach Someone

1. Self-Assess & Design Your Plan

1. Embrace Strategic Networking & Build Your Board
Thank you

Stay Connected!

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