



Decision Associates  
Business Consulting Group

*Celebrating 35 Years*

## The Future of Nonprofit Impact:

*Inspirational*  
LEADERSHIP



Developed and Presented by  
Elizabeth Cipolla & Aaron Phillips

With Special Guest Contributor  
Marcus Atkinson



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# What we will cover

- Introduction
- What makes a leader?
- The 5 attributes of inspirational leadership
- Self-reflection of your own leadership attributes
- Tying it all together – guest contributor

# What we need from you

1. Openness to what you will experience
2. Willingness to look at things differently
3. A PROMISE to have fun

**be  
open  
minded**



**HAVE  
FUN**

#10181300

# But first...

Let's “break the ice” and get to know each other!



# SAME

- Having a connected and comfortable learning environment is necessary for this session to be successful
- Activities (such as this) enable you to become more emotionally connected with each other which increases our motivation to work things out when the going gets tough.

- 1. What might this concept have to do with inspirational leadership?*
- 2. How can this concept be applied in your organization?*
- 3. What do you think is the practical benefit of doing so?*

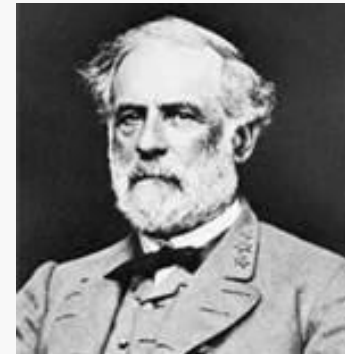
# DIFFERENT



**Ron Burgundy**



# *What makes someone a leader?*





leader      noun

lead • er

Definition of *leader*  
: a person who leads





# Consider this.



Leadership isn't something that anyone can give you.  
You have to earn it and claim it for yourself.

**inspire** transitive verb  
in • spire



Definition of *inspire*

: to influence, move or guide by divine or supernatural inspiration

: to exert an animating, enlivening, or exalting influence on

: to spur on or impel

: to breathe into (something such as life)

: to infuse

: to draw forth or bring out

# *Inspirational* LEADERSHIP

**Think about a leader you admire.**



*What personality traits and skills do they possess?*

*Specifically, in what ways do they inspire you or others?*

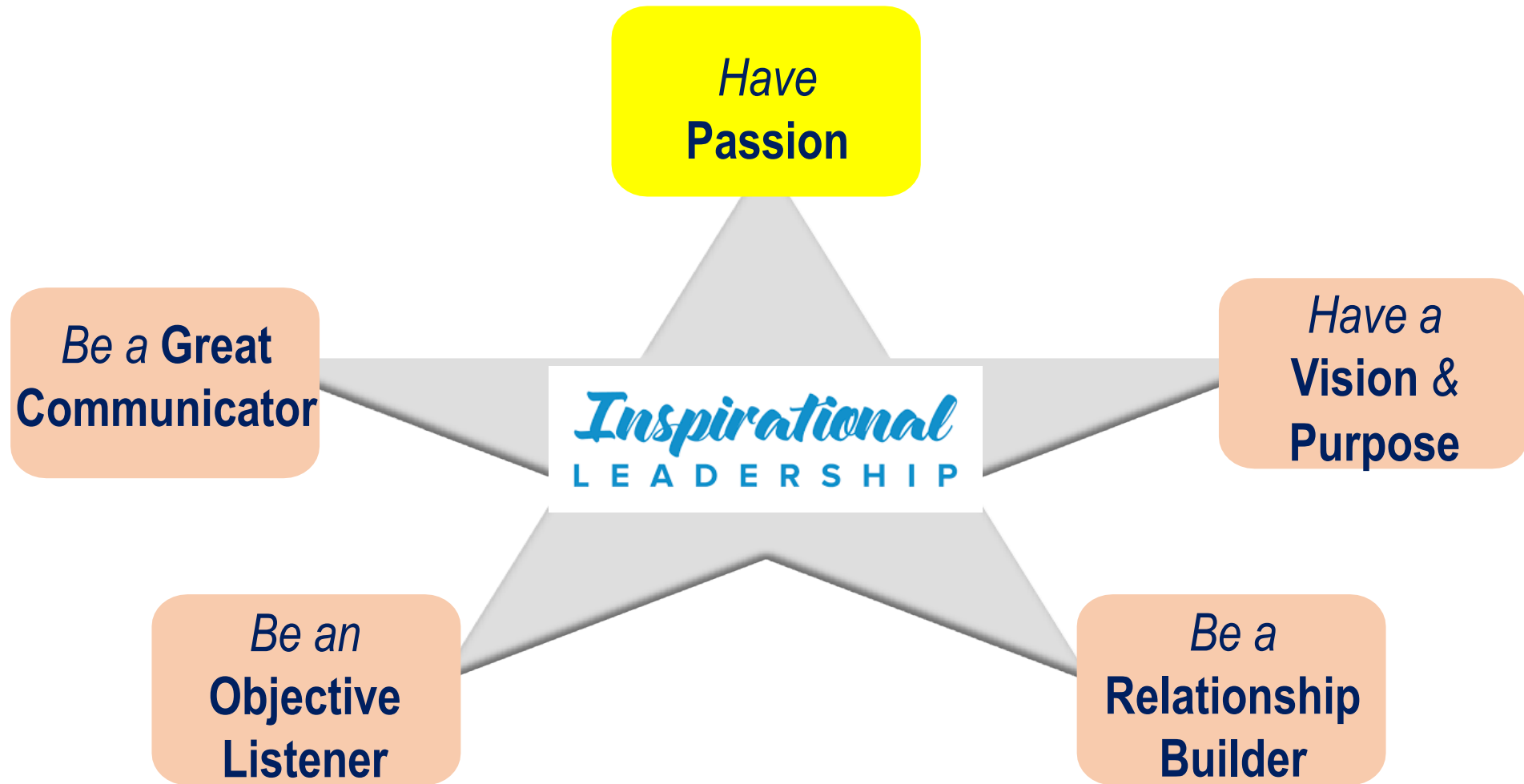
Remember this?

Consider this.



Leadership isn't something that anyone can give you.  
You have to earn it and claim it for yourself.

# The 5 Attributes



# Inspirational leaders must Have passion



**Vince Lombardi**



**Malala Yousafzai**

A great leader's courage  
to fulfill their vision  
comes from passion,  
not position.

*- John C. Maxwell*



# An uninspired person CANNOT inspire others.

Every **inspiring** nonprofit leader is abundantly passionate.

Not about the product or organization itself,  
but ***about what the mission means***  
to those they serve.



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# Be abundantly passionate

For example

Steve Jobs was not passionate about computers.

He was passionate about building tools that help people to unleash their personal creativity.



**BIG DIFFERENCE.**



# Be abundantly passionate

For example

Founder Eunice Kennedy Shriver was not passionate about organized sporting events.

She was passionate about creating a better world by fostering the acceptance and inclusion of all people.

**BIG DIFFERENCE.**

**Special  
Olympics**



People don't buy what you do;  
they buy WHY YOU DO IT.  
What you do simply  
proves what you believe.

- Simon Sinek

*WHY are you doing what you do?*

# Passionate Leaders...

## *Commit honestly*

People are touched and engaged by the genuineness of their passion for the mission.

*How do YOU touch others with your passion for the mission?*

## *Act in support of their passion*

They walk their talk: their day- to-day behaviors support their beliefs in the mission.

*How do YOU behave to support your mission?*

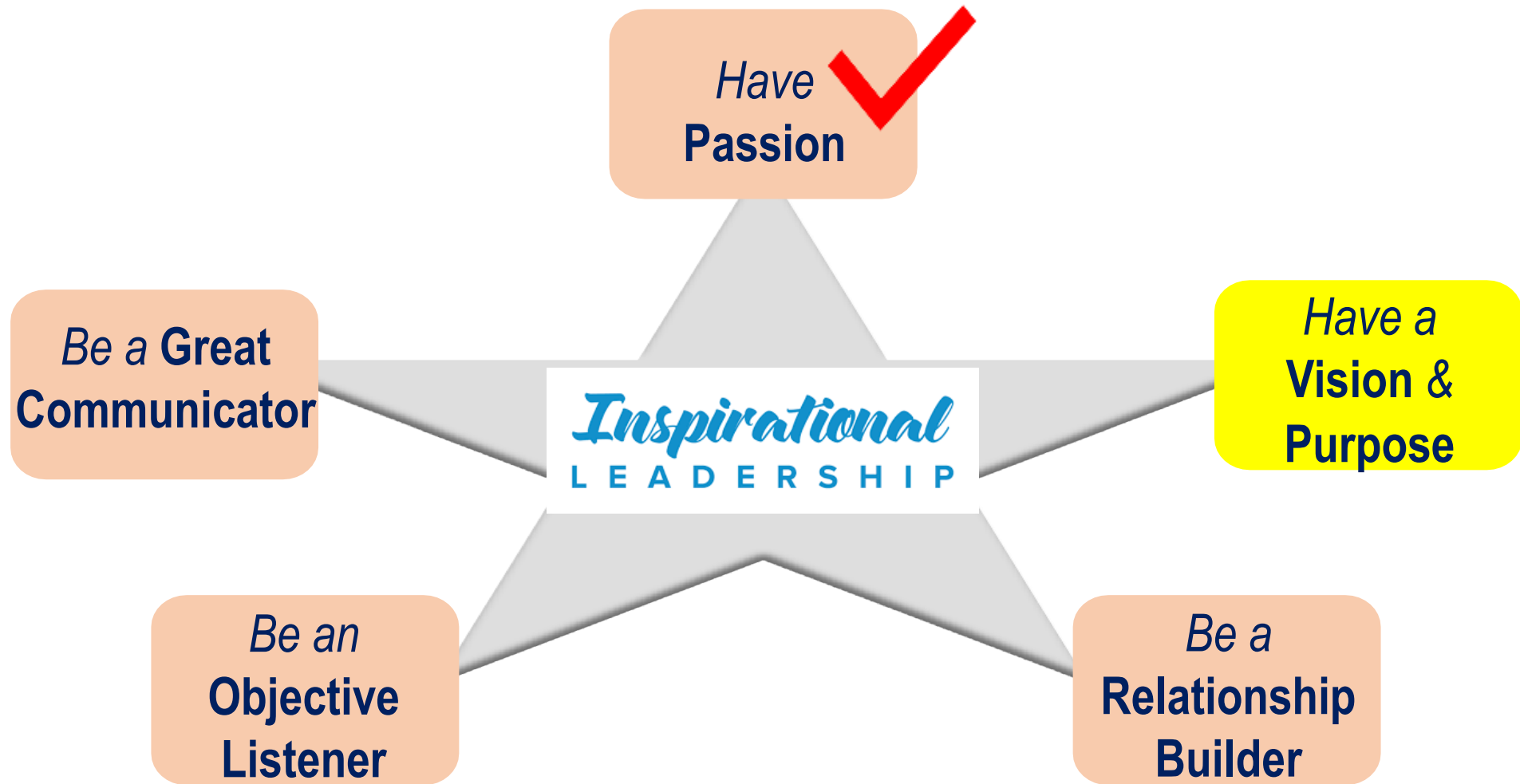
## *Stay committed despite adversity and setbacks*

Their commitment isn't flimsy; when difficulties arise, they find a way forward.

*How are YOU responding to setbacks?*



# The 5 Attributes





What having NO VISION looks like!



# Would you buy a ticket to ride this train?



50% of nonprofits are set up to fail.

**Why?**

*-According to a 2018 study released by Forbes.*

# They lack vision.

Don't operate 1 more day without  
a simple and clear vision  
of where and what your organization strives to be.

*“Yes, but we have a purpose. That's all we need.”*



# No vision + No purpose = No direction

No direction = Confusion

Confusion = uninspired employees & volunteers

Uninspired employees & volunteers =

- ✓ LOST partnerships
- ✓ LOST funding opportunities
- ✓ A LOST CAUSE



# Would you buy a ticket to ride this train?

**No!**



Then why move forward without a vision and purpose for where and what you want your nonprofit to be in the future?



# It all starts with vision



## Your personal vision as a nonprofit leader

**Behind you** - How have past lessons and experiences prepared you to pursue your passion?

**Around you** - What are your current motivations and influences?

**Ahead of you** - What do you want to accomplish?

# Your vision for your nonprofit

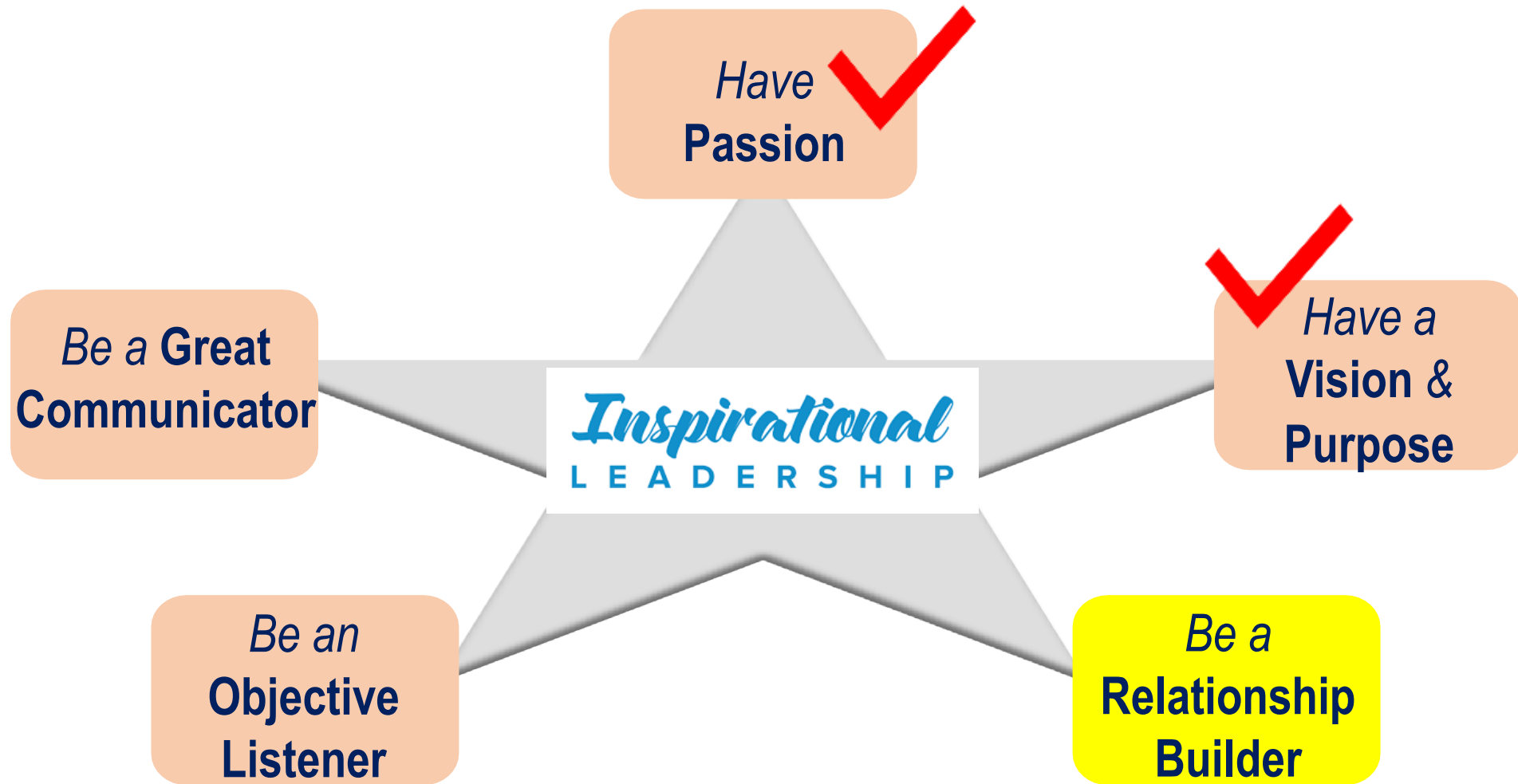
A nonprofit staff that embraces a unified vision becomes focused, energized, and confident. It knows where it's headed and why it's going there.

- 1. Does your staff clearly understand the organizational goals?*
- 2. Are they committed?*
- 3. Is it a shared vision?*





# The 5 Attributes



# You are in a “People” Profession

People will forget what you said.

They will forget what you did.

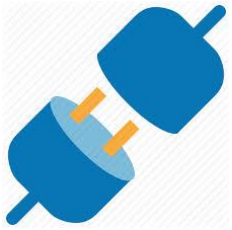
They will never forget how you treated them.

*-Dr. Maya Angelou*

Just. Do. Right.



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# Being a Nonprofit Leader is Relational & Positional



Are you a connector or a climber?

CONNECTOR	CLIMBER
Focuses on relationships	Focuses on position
Seeks partnerships	Seeks power
Builds consensus	Build their image
Wants to stand together	Wants to stand apart

- From the Leadership Handbook by John C. Maxwell

# Become a Better Connector

*What are some simple ways to do this?*

*Thoughts?*

WHATDOYOU THINK?

# Become a Better Connector

1. Walk a little slower, and connect a little more.
2. Communicate authentically and selflessly.
3. Believe in your staff.

***“I want to win...”***

***I want to win and you can too...***

***I want to win with you...***

***I want you to win and I’ll win too.”***



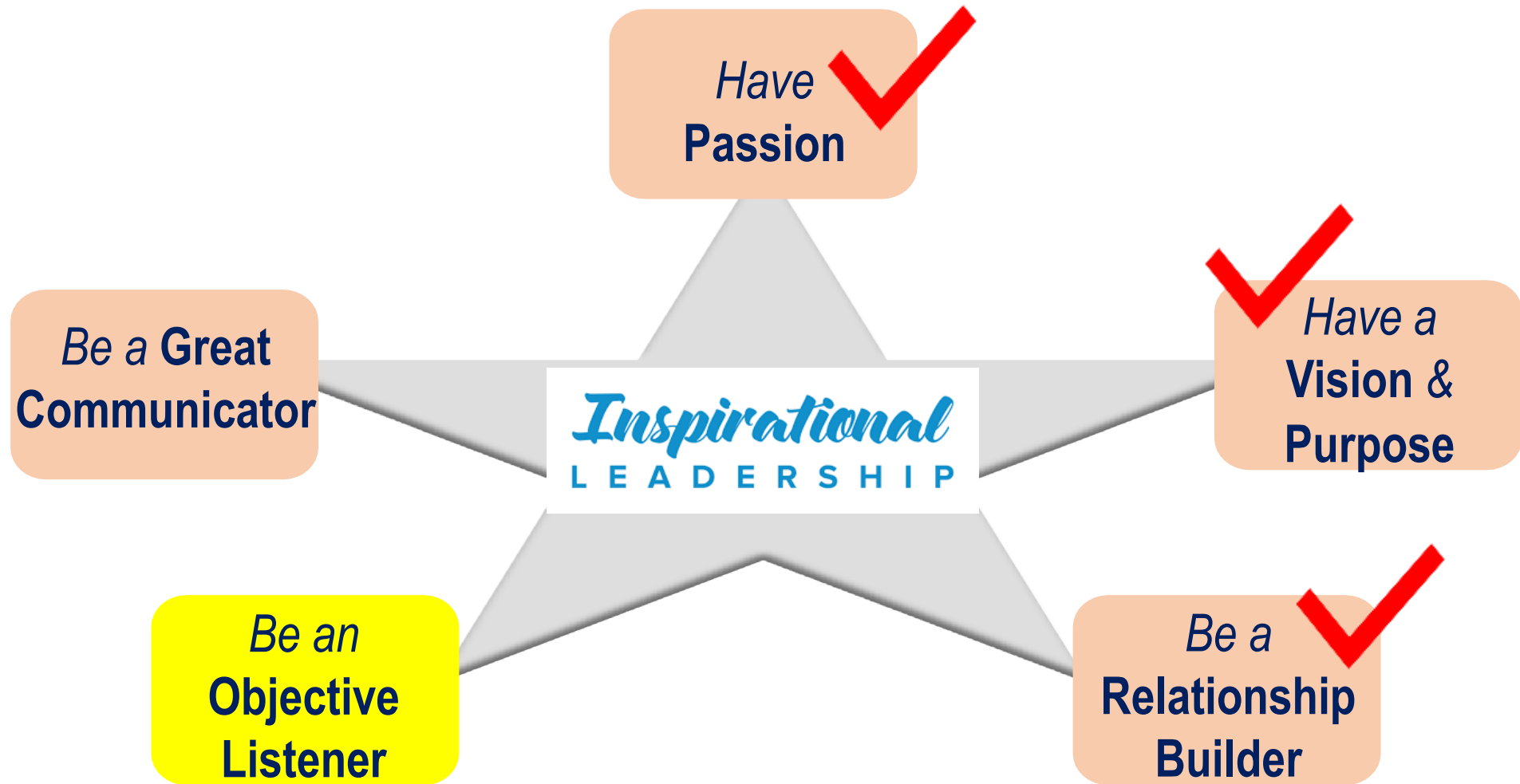
# What will you do differently to become a better connector?

## Understand your staff.

- ✓ They like to feel special, so sincerely compliment them.
- ✓ They want a better tomorrow, so show them hope.
- ✓ They desire direction, so navigate for them.
- ✓ They desire a chance to use their gifts, so give them freedom.
- ✓ They are selfish, so speak their needs first.
- ✓ They get low emotionally, so encourage them.
- ✓ They want success, so help them win.



# The 5 Attributes





# Inspirational Leaders Must be Objective Listeners



[A lesson from Dwight](#)

# What was Dwight lacking?



*What was he lacking to be an objective listener?*

# Objective Listeners...

**Make it their #1 goal to build an authentic connection when communicating.**

- ✓ Listen to truly understand.
- ✓ Listen to learn.
- ✓ Listen to build trust.
- ✓ Listen to gain others' insight, knowledge, wisdom and respect.
- ✓ Listen to improve their nonprofit organization.





# How Can You Improve Your Objective Listening?

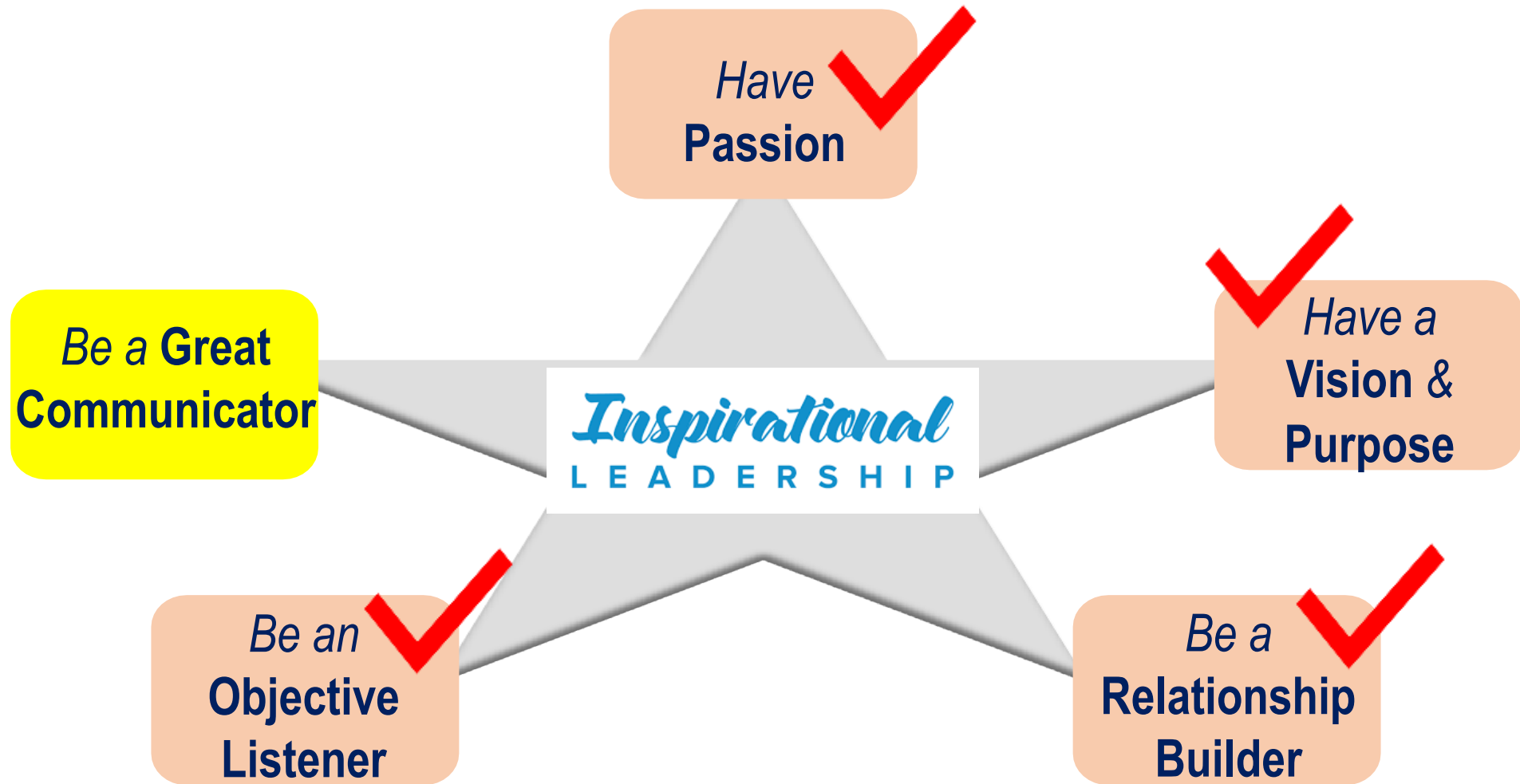
**It's a skill that demands your focus, energy, and practice.**

- ✓ When someone speaks, do you make eye contact?
- ✓ How do you convey you are paying attention?
- ✓ Do you give your full attention to the other person?
- ✓ How often does your mind wander?
- ✓ How often do you interrupt or not allow the other person to finish?
- ✓ Do you defer judgement, “zip it” and truly reflect on what is being said?
- ✓ Do you resist the urge to always be right and push for others to think/act as you do?

**SHH!**

CONSIDERATE SQUAT RAVES

# The 5 Attributes



# Inspirational Leaders Must be Great Communicators



MAYDAY!

# Inspirational Leaders Must be Great Communicators



[Epic](#)

# What did you notice about the delivery in these speeches?



*Thoughts?*



# How you can become a powerful communicator for your nonprofit...

- Tell a powerful story
- Use imagery
- Use imagination
- Make your listener feel emotionally attached



*What can you do differently?*

# Tying it all together

**Review your performance as an inspirational leader at your nonprofit organization.**

1. Define your current reality. Reflect upon what you learned about yourself today. Complete the simple SWOT in your workbook.
2. Develop an action plan to improve.
  - List 1 action for each of the 5 Inspirational Leadership attributes.
  - What will “success” look like?
  - Give yourself a deadline.

# Welcome Marcus Atkinson, Guest Contributor



ServErie Executive Director



Pastor of Community  
Engagement

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