The Future of Nonprofit Impact:

Inspirational Leadership

Developed and Presented by
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With Special Guest Contributor
Marcus Atkinson
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
But first...

Let’s “break the ice” and get to know each other!
• 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?
Ron Burgundy

LEADERSHIP
IS KIND OF A BIG DEAL

WORK HARD, HAVE FUN, MAKE HISTORY.
JEFF BEZOS
SucceedFeed.com
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

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
Think about a leader you admire.

What personality traits and skills do they possess?

Specifically, in what ways do they inspire you or others?
Leadership isn't something that anyone can give you. You have to earn it and claim it for yourself.
The 5 Attributes

- Have a Vision & Purpose
- Have Passion
- Be a Great Communicator
- Be an Objective Listener
- Be a Relationship Builder
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.
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.
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

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[Decision Associates logo]
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?

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

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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.
Being a Nonprofit Leader is Relational & Positional

Are you a connector or a climber?

<table>
<thead>
<tr>
<th>CONNECTOR</th>
<th>CLIMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focuses on relationships</td>
<td>Focuses on position</td>
</tr>
<tr>
<td>Seeks partnerships</td>
<td>Seeks power</td>
</tr>
<tr>
<td>Builds consensus</td>
<td>Build their image</td>
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<tr>
<td>Wants to stand together</td>
<td>Wants to stand apart</td>
</tr>
</tbody>
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- From the Leadership Handbook by John C. Maxwell
Become a Better Connector

What are some simple ways to do this?

Thoughts?

 WHAT DO YOU 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

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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?
The 5 Attributes

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- Be a Relationship Builder
- Be an Objective Listener
- Be a Great Communicator
- Have Passion
Inspirational Leaders Must be Great Communicators

MAYDAY!
Inspirational Leaders Must be Great Communicators

Epic

Trust the vibes you get, energy doesn't lie.

Made by thegoodvibe.co
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

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Pastor of Community Engagement
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