



better together



Better
Together



BETTER
together



BETTER.TOGETHER.

Better
together



better together



Better
Together

BETTER
together



BETTER.TOGETHER.



Better
together



October 29, 2019





IMAGINE A WORLD
WHERE WE ALL TRULY
OPERATE AS IF WE ARE
**BETTER
TOGETHER**



**a workplace where
every person feels
important,
included,
and loved**

1 Most people are not engaged at work.

70% of U.S. workers
are not engaged.



officevibe

2 Most employees don't leave for more \$.



3 People leave bosses, not jobs.



4

(Fun + Purpose) > Money.

Fun, Fun, Fun - Millennials Want To Have Fun At Work

**Karl Moore**, CONTRIBUTOR*I write about how leadership must be rethought*[FULL BIO](#) ✓Opinions expressed by Forbes Contributors are their own.

They say that the best work happens when you're enjoying yourself, but how many of us work in an office where you genuinely have fun? When Karl was young fun was not seen as relevant – he remembers being told, they call it work for a reason, it's not suppose to be fun! However, the traditional values of respect and equality in the workplace are no longer enough; instead many companies are now turning to quirky and innovative values to round out their corporate culture. Creating an [officevibe](#)

70%

of younger
workers say they
would they would
take less money
for a job where
“fun” is valued.

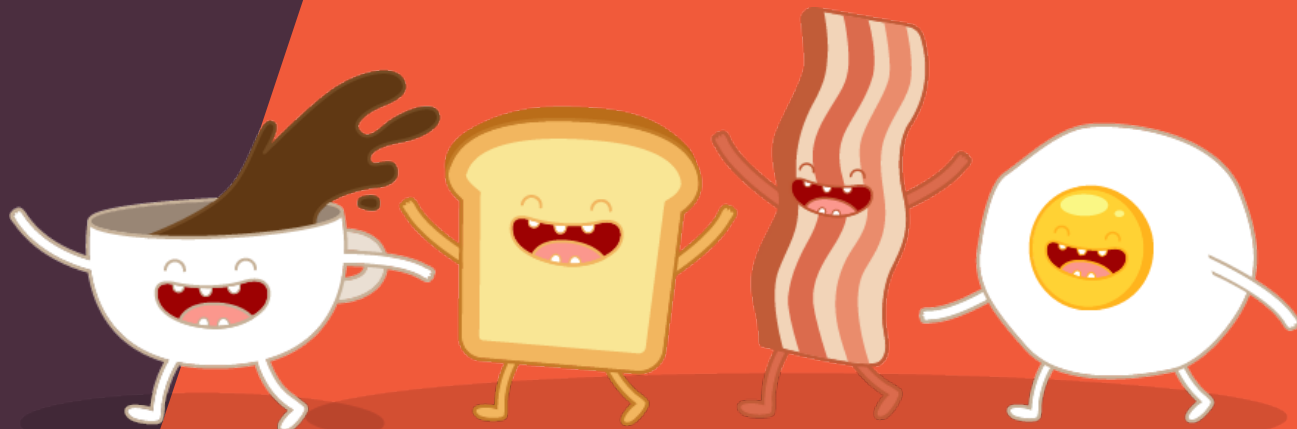


It's time we start talking about

CULTURE

Culture Eats Strategy for Breakfast

(and Lunch and Dinner)



Culture Eats Strategy for Breakfast







ADD HASHTAGS?

One Thing

**Be selfish while you're here.
Worry only about yourself.**



The Nonprofit Sector is the 3rd largest work sector in America



turnover has
increased from
16% to 19%

Restaurants:
17%
Retail: 16%



The greatest opportunities for impact
exist for nonprofits that **maximize**
their resources to **build** a
destination workplace.



It's time we start talking about

CULTURE

culture

**a group of people
who share
common values**



culture is a
journey
not a destination



”

*I've learned that people
will forget what you
said, people will forget
what you did, but people
will never forget how
you made them feel.*

Maya Angelou
American Author and Poet

culture is a
journey

the beginning of my journey



the beginning of my journey



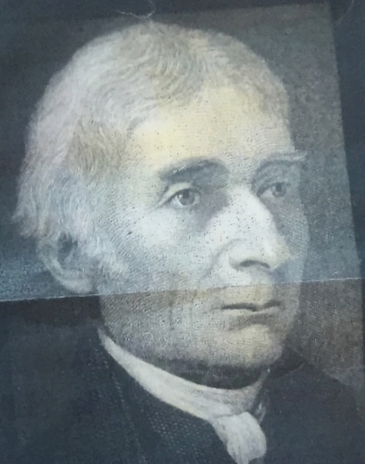
the beginning of my journey

"I expect to pass through this world but once. Any good, therefore, that I can do or any kindness I can show, let me do it now. Let me not defer or neglect it, for I shall not pass this way again."

Stephen Grellet

the awakening

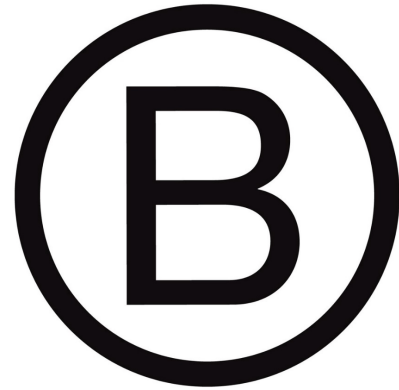
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Stephen Grellet

**the
awakening**

Certified



Corporation[®]

WE LEVERAGE OUR
PEOPLE,
PRODUCTS
& PROFIT —→ TO DO —
MORE
GOOD

POWER OF 3



1% OF OUR PROFITS

topline revenue donated to nonprofits

2% OF OUR PRODUCTS

in-kind products and services

3% OF OUR PEOPLE

volunteer 1 day per month



POWER OF 3



1% OF OUR PROFITS

2018: \$453k donated

2% OF OUR PRODUCTS

2018: \$2.14m in-kind donations

3% OF OUR PEOPLE

2018: 11,024 hours donated

TOTAL \$ IMPACT: \$2.83m

Firespring built a sustainable culture in 3 steps

1 Discovered our values

**values are the
guiding principles
of an organization**



“Once your values are clear, decisions are easy.”

Roy E. Disney

Typical Values

Treat others with **respect**.
Have **integrity**.
Excel at **communication**.
Strive for **excellence**.

From Enron's Code of Ethics

To: All employees

From: Ken Lay Department: Office of the chairman

Subject: Code of Ethics

Date: July 1, 2000



CORE VALUES TEST

Must meet the following:

- ① Is the value distinguished?
- ② Are we obsessed with it?
- ③ Will it outlive us?
- ④ Would we sacrifice money to protect it?
- ⑤ Can we actually “live” it every day?



Bring it. Every day.

Why meet expectations when you can beat them? We come to work on the daily ready to roll up our sleeves and accomplish something awesome for the people we work with and for. Some of us aren't great at math, but we all give at least 110%.



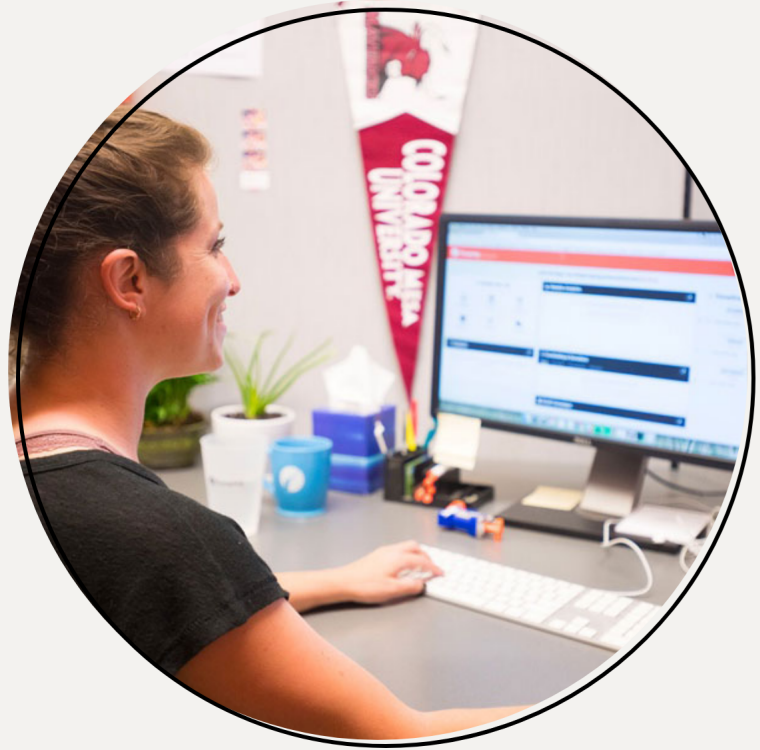


Have each other's back.

“The lone wolf dies but the pack survives” is kind of an intense metaphor, but the sentiment is there. Sometimes it's helping a fellow Firespringer out of a pickle, sometimes it's going the extra mile for a client —either way, here, your back = had.

Give a shit.

Caring is cool, kids. The success and well-being of our clients, coworkers and community is genuinely important to us—or, in other words, we give a shit. (Often, we even give multiple shits—sounds uncomfortable, but it's still less awkward than a hug.)



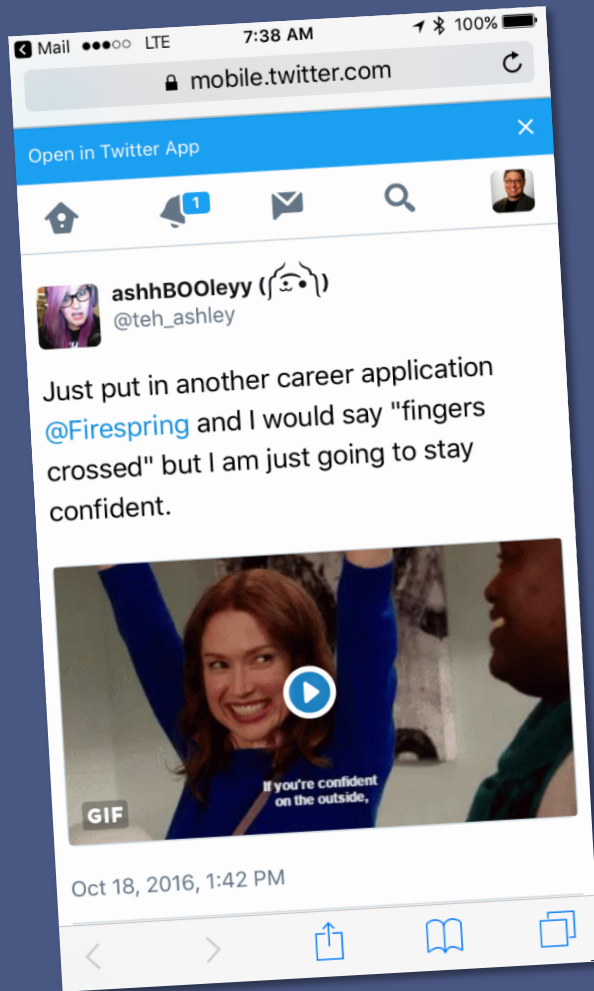


2 Hired to our values

Hire to Our Values

1st for culture fit
2nd for skill fit





hire people who are
already aligned to
your values

Interns



Fire to Our Values

“Never burn bridges. If it’s a faulty bridge, then close it off and let it fall on its own.”

-Gregor Collins



3 Live
our
values

repetition
repetition
repetition
repetition
repetition
repetition
repetition



FIRESTARTER

OUR PURPOSE

WE LEVERAGE OUR PEOPLE PRODUCTS & PROFIT AS A FORCE FOR GOOD

QUARTERLY ROCKS

GOALS

Creative

- Technology program plan approved and implemented.
- Implement client retention program with 25 clients.
- 90% of Creative Team recommend Firestarter as an exceptional place to work.
- Revised rate card shared at 12/2 Creative Team meeting.
- Submit \$2M in proposals.
- Enter 5 pieces of work in 2017 Creative Awards.

Creative, design, research and marketing solutions

Print

- Have a signed agreement for new MS solution.
- Create Culture Club for new team meeting events.
- 90% of Creative Media projects are done right and on time in November and December.
- Acquisition of \$250K in revenue.

Creative print, mail, design and marketing solutions

Seed

- Fully integrate ERM to AMS.
- 100% of clients on new Signpost.
- 120 new clients.
- Launch 3 new responsive designs.

Creative solutions with research, sales, marketing and design

Cloud IT

- Post the integrator job description.
- Complete 3 educational events.
- Deliver updated terms & conditions to all clients by 12/1.
- Every December case has a billing entry.
- 1 client has utilized the Cloud IT Knowledge Base tool.
- All team members have participated in a team retention activity.

Creative cloud and server cloud and IT solutions

Creative

	Seon MAHU	KT RICE	WJ Amy	J Murphy Nancy	Dave Paul
Volunteer Hours	778	864	914	946	988.5
Cloud IT AUMOD	789.1K	1000	1000	1000	1000
Creative QCS	797.2K	893K	879K	879K	846K
Print QCS	548,265	413K	671.9K	671.1K	106.2K
Seed AUMOD	750	537	1142	497	772

LAST WEEK GOALS: 9/6 of 12 for 8/6 x

CORE VALUES

LIVING OUR VALUES

Daron	Alan	Mattie	Jessie & Tyson
Josh	Shawna	Craig	Murphy
Lisa V.	Travis	Tyson	Tyson
Wendy	Nidesa	Doug	Doug
Erin Su	Joseph	Trace	Magnum
Staci	Alex	Sarah	Derra
Chae	Bronny	Alisa	Alisa
Dave S.	Arstin		

Creative/Build

1. Refusal to pull back banner marketing materials until approved by primary
2. Oversee default vendor contract with creative
3. Budget creative design network design
4. Present creative marketing in 12/1

Creative/Seed

1. Submit Creative Market Proposal
2. Submit Network Logic Proposal
3. Submit Client "Client retention" email
4. Identify creative for 2016 planning in 12/1
5. Submit 12/1 planning meeting

Creative/Support

1. Submit media marketing email
2. Process 12/1 payable
3. Submit digital client list
4. Submit marketing report

Print/Build

1. Complete Annual report
2. Complete Annual report
3. Complete Annual report
4. Complete Annual report

Print/Seed

1. Provide Dustin with 2016 printshop email
2. Finalize printshop for 2016
3. 2016 in rev
4. Design DMF of Print's Product Strat Plan

Print/Support

1. All invoices picked up and filed by Friday
2. Finalize printshop for 2016
3. Final print of 2016 printshop for 2016

Operations

1. Train Carlos on VDoc
2. Submit 12/1 invoice
3. On-Time 12/1 PR

CULTURE CLUB

10/16 Fight Night
10/30 Softball
11/19 Thanksgiving
12/11 Holiday Party
12/18 White Elephant
1/22 Fun Off

Seed/Build

1. Default structure content blocks
2. Replace missing content blocks

Seed/Seed

1. Send ERM 12/1 report
2. Submit 12/1 report
3. Submit 12/1 report
4. Submit 12/1 report

Seed/Support

1. Complete Email marketing work
2. Submit 12/1 report
3. Submit 12/1 report
4. Submit 12/1 report

Seed

1. Submit 12/1 report
2. Submit 12/1 report
3. Submit 12/1 report
4. Submit 12/1 report

Cloud IT

1. Submit 12/1 report
2. Submit 12/1 report
3. Submit 12/1 report
4. Submit 12/1 report

Payment/Support

1. Submit 12/1 report
2. Submit 12/1 report
3. Submit 12/1 report
4. Submit 12/1 report

Seed/Build

1. Default structure content blocks
2. Replace missing content blocks

Seed/Seed

1. Send ERM 12/1 report
2. Submit 12/1 report
3. Submit 12/1 report
4. Submit 12/1 report

Seed/Support

1. Complete Email marketing work
2. Submit 12/1 report
3. Submit 12/1 report
4. Submit 12/1 report

Seed

1. Submit 12/1 report
2. Submit 12/1 report
3. Submit 12/1 report
4. Submit 12/1 report

Cloud IT

1. Submit 12/1 report
2. Submit 12/1 report
3. Submit 12/1 report
4. Submit 12/1 report

Payment/Support

1. Submit 12/1 report
2. Submit 12/1 report
3. Submit 12/1 report
4. Submit 12/1 report

Seed/Build

1. Default structure content blocks
2. Replace missing content blocks

Seed/Seed

1. Send ERM 12/1 report
2. Submit 12/1





My Entries

My Stats

Company Stats

Jay Wilkinson

All Time Year Month

Total Hours

14,344

Hours

Impact

\$751,632

Contributed to the community

Average Hours

47.8

per employee

Time Given Back

3.7%

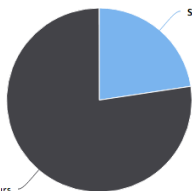
of employee time spent volunteering

Participation

62.3%

of employees volunteering

Breakdown



Skills-Based: 3244.5 Hours

Not Skills-Based: 11100 Hours

Organizations Volunteered For

Other Organization
Capital Humane Society
Nonprofit Hub
Launch Leadership
Royal Family KIDS
YMCA of Lincoln
Warm Up America
Lincoln Berean Church

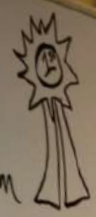
Firespring
Community
Service

@jaywik





Taco Soup
1 lb Velveeta
1 lb Sour Cream
1 can chili w/o beans
1 can black beans
1 can tomatoes
2 lb hamburger
1 onion
1 can Rotel
Heat and Season to Taste



it's about the people

it's about the people,
aligned with one another,
who
bring it
have each other's back
and
give a sh!t
about each other,
their clients,
and their community.



**we're all in this
together**

**this is what happens
when you don't leave
culture to chance**

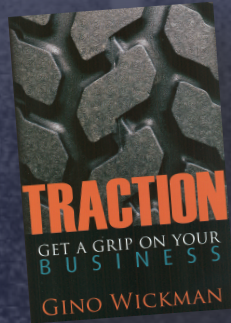
For Firespring, it started with

...

- 1) Discovering our values**
- 2) Hiring to our values**
- 3) Living our values**

**Then, we had to apply a
framework that allowed us to
build a value-driven company.**

Firespring Business Framework The Secret Sauce







VISION

- 8 Questions
- Shared by All





VISION

· 8 Questions
· Shared by All

WHAT ARE YOUR CORE VALUES?

1

our why

WHAT IS YOUR CORE FOCUS?

2

our what

WHAT IS YOUR 10 YEAR TARGET?

3

long term

WHAT IS YOUR MARKETING STRATEGY?

4

our who

WHAT IS YOUR 3-YEAR PICTURE?

5

near term

WHAT IS YOUR 1-YEAR PLAN?

6

goals

WHAT ARE YOUR 90-DAY ROCKS?

7

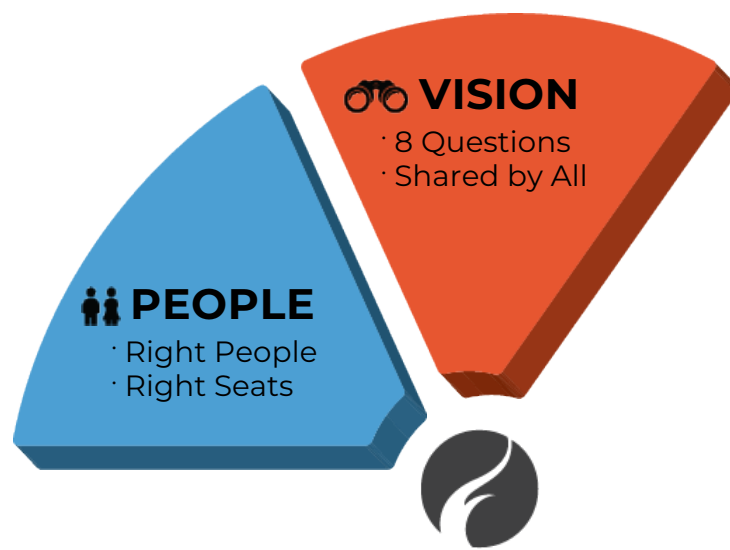
priorities

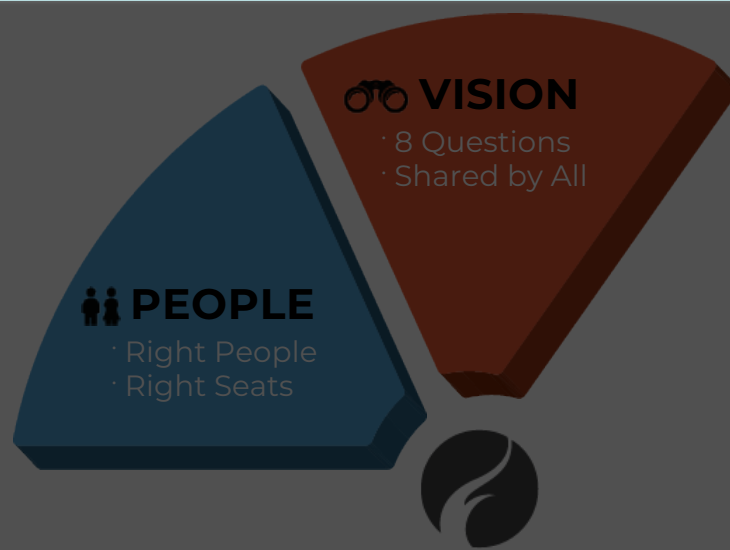
WHAT ARE YOUR ISSUES?

8

I.D.S.







ROLE
|
SOUL

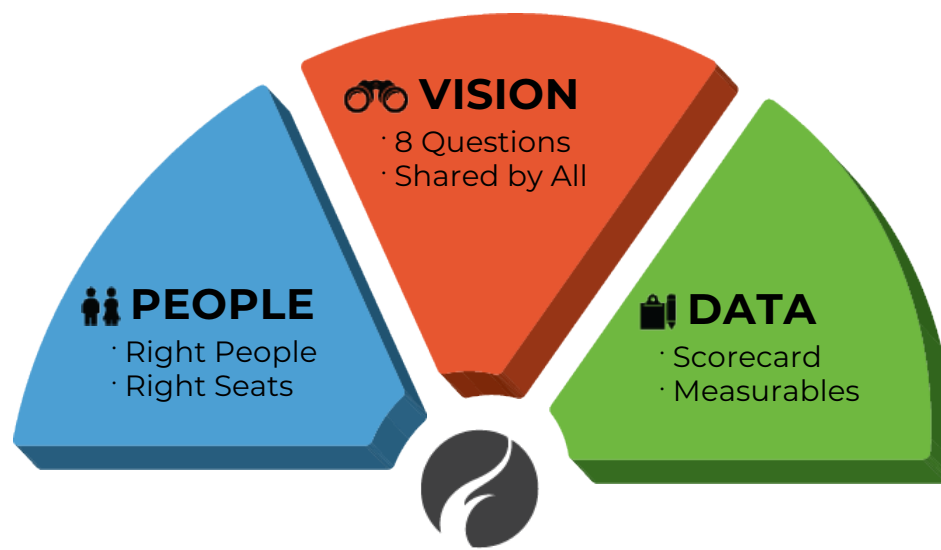
 **VISION**

8 Questions

SKILL

WILL







VISION

- 8 Questions
- Shared by All

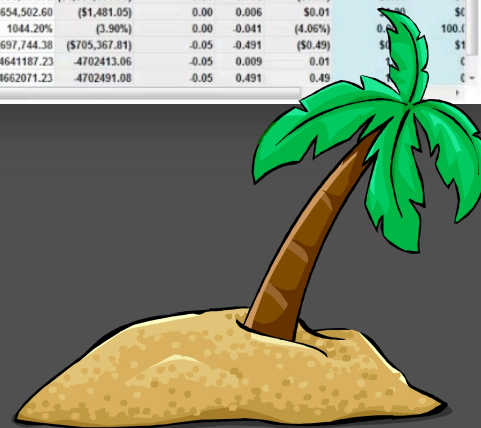


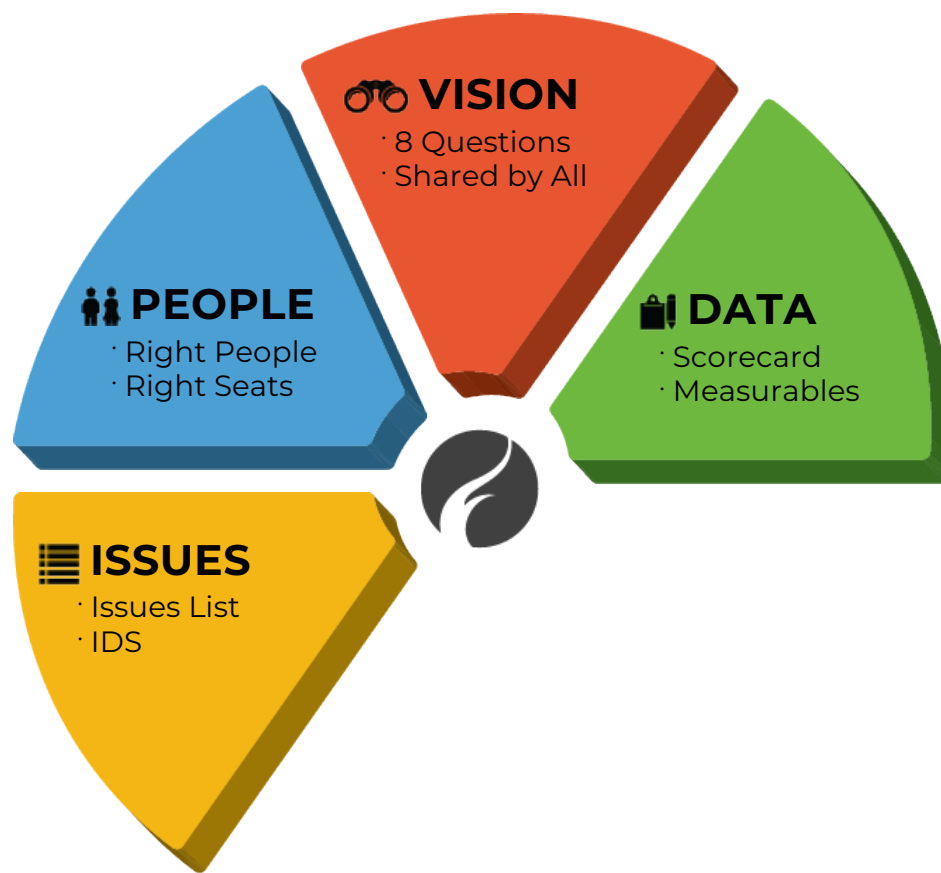
PEOPLE



DATA

Metrics														
Metric Indicators														
Global 2011														
	Status	Trend	Actual	Target	Tolerance	Default Benchmark	Industry Average	Analyst Forecast	Company Forecast	Competitor Revenue	Variance	Variance Percent	Score	Score Change
Revenue	🟡	▼	\$91,152,104.69	\$95,854,556.76	5.00%	\$173,839,731.59	\$191,861,021.56	\$97,949,722.17	\$200,896,553.38	\$204,651,629.23	(\$4,702,452.07)	-0.05	0.981	(\$0.98)
Expense	🟡	▼	\$27,345,631.41	\$28,756,367.03	10.00%	\$52,151,919.48	\$57,558,306.47	\$29,384,916.65	\$60,268,966.01	\$61,395,488.77	(\$1,410,735.62)	-0.05	-0.491	(\$0.49)
Margin	🟡	▼	\$9,311,965.77	\$9,702,898.72	10.00%	\$9,245,093.40	\$9,652,836.30	\$9,257,115.73	\$16,432,982.35	\$11,147,006.94	(\$530,932.95)	-0.04	-0.403	(\$0.40)
Discount %	🟢	==	95.66%	96.05%	10.00%	101.34%	97.64%	100.52%	102.48%	104.42%	(0.39%)	0.00	0.041	4.06%
R & D	🔴	▼	\$23,279,914.42	\$24,257,246.79	10.00%	\$23,112,733.50	\$24,132,090.75	\$23,142,789.33	\$41,082,455.87	\$27,867,517.36	(\$977,332.38)	-0.04	-10.000	(\$10.00)
Customer Satisfaction	🟡	▼	9,566 points	9,605 points	5.00%	10,134 points	9,764 points	10,052 points	10,248 points	10,442 points	(39) points	0.00	-0.081	0 points
Inventory	🟡	▼	\$46,559,828.83	\$48,514,493.58	5.00%	\$46,225,467.00	\$48,264,181.49	\$46,285,578.65	\$82,164,911.73	\$55,735,034.72	(\$1,954,664.75)	-0.04	-0.306	(\$0.31)
Return Goods	🟢	==	\$4,798,518.95	\$4,800,000.00	5.00%	\$49,294,545.00	\$4,891,838.00	\$49,313,033.49	\$47,118,593.91	\$37,654,502.60	(\$1,481.05)	0.00	0.006	\$0.01
Market Share	🟡	==	956.63%	960.53%	10.00%	1013.40%	976.40%	1005.20%	1024.80%	1044.20%	(3.90%)	0.00	-0.041	(4.06%)
Operation Profit	🟡	▼	\$13,672,815.70	\$14,378,183.51	10.00%	\$26,075,959.74	\$28,779,153.23	\$14,692,458.33	\$30,134,483.01	\$30,697,744.38	(\$705,367.81)	-0.05	-0.491	(\$0.49)
Calculated (Revenue - Customer Satisfaction)	🟢	==	91142538.37	95844951.43	10.00%	173829597.59	191851257.56	97939670.17	200886305.38	204641187.23	4702413.06	-0.05	0.009	0.01
Calculated (Revenue + Customer Satisfaction)	🟢	▲	91161671.01	95864162.09	10.00%	173849865.59	191870785.56	97959774.17	200906801.38	204662071.23	4702491.08	-0.05	0.491	0.49

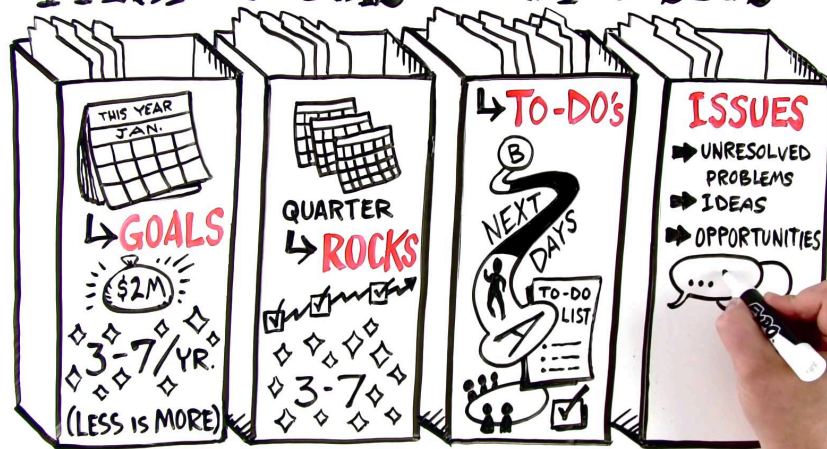




VISION

· 8 Questions
· Shared by All

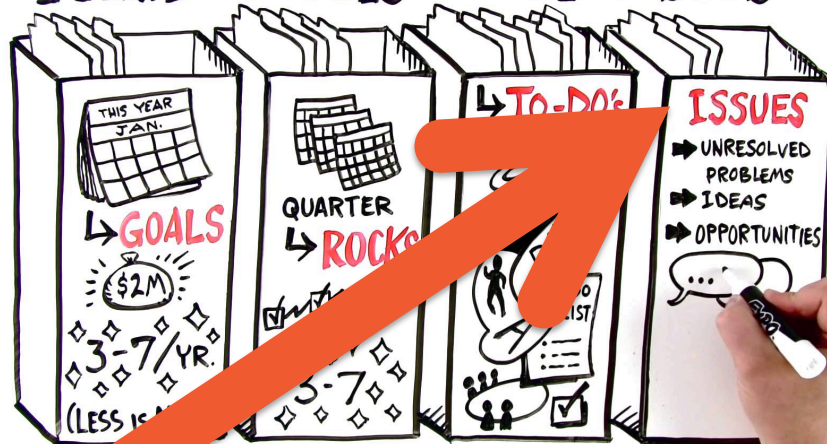
1 YEAR 90 DAYS 7 DAY ISSUES



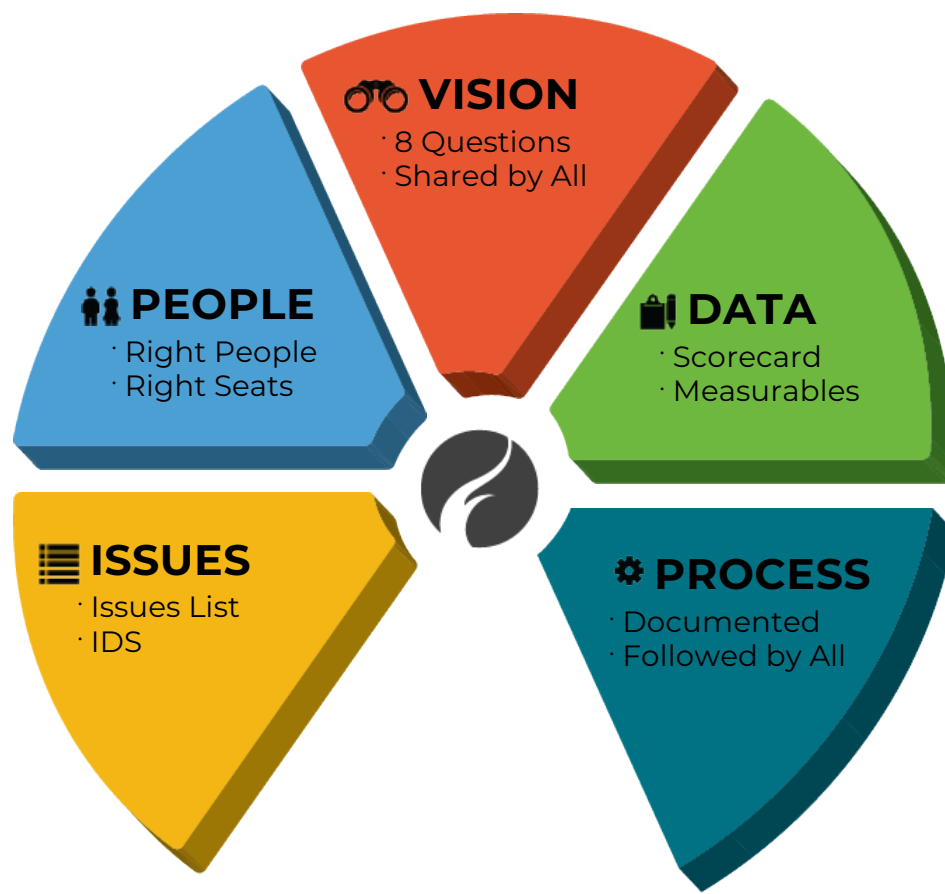
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1 YEAR 90 DAYS 7 DAY ISSUES

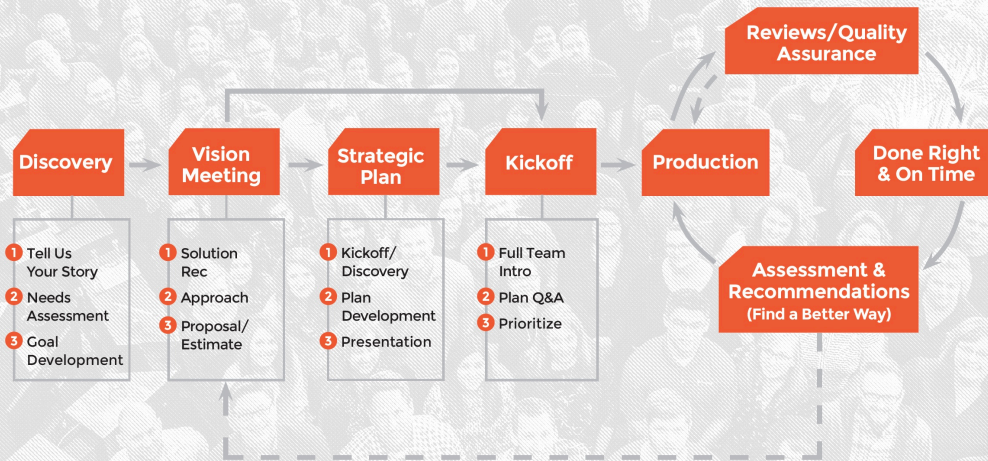


Complaints



Firespring Experience

Marketing & Print



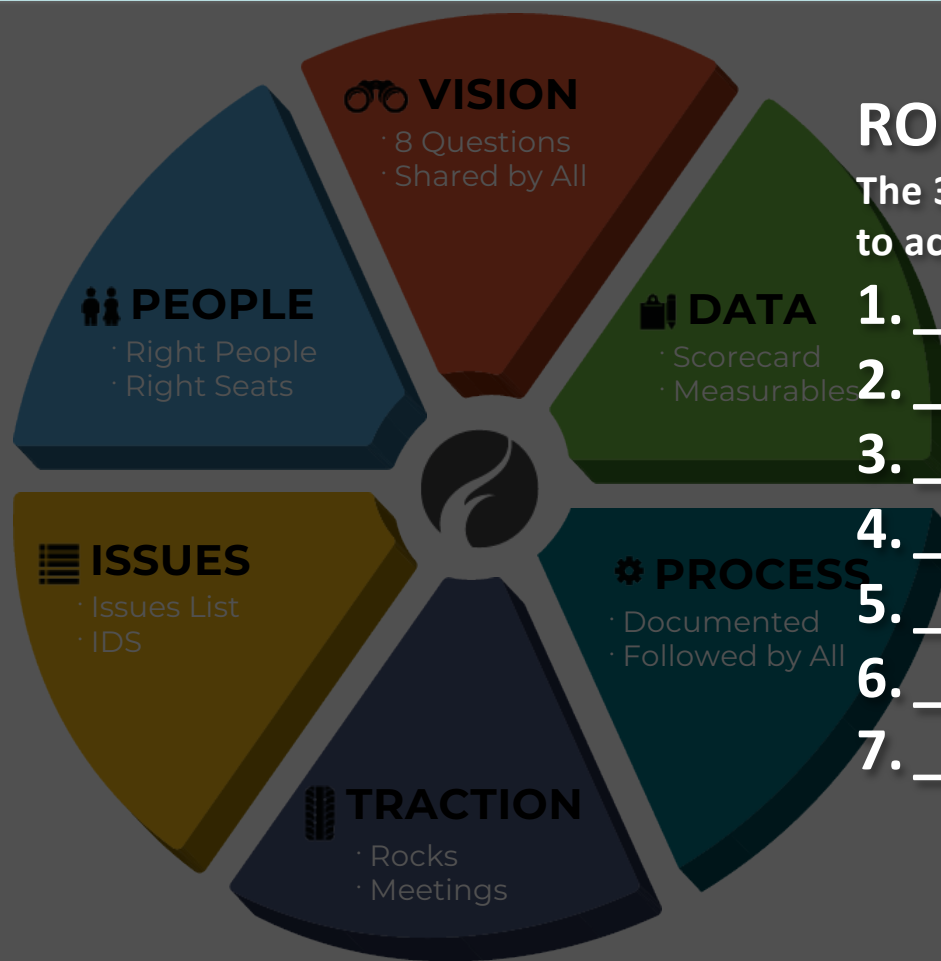
Get Started

- 1. Select the Team** ☐
Work with department directors to choose core team members to work on the account or project.
- 2. Hold a Discovery Meeting** ☐
Set up an introductory meeting between the client team and the Firespring team to learn about the client's industry and business, tour the facility (if appropriate) and ask any questions that will help facilitate a successful project.
- 3. Present Site Proposal** ☐
Develop and present the proposal and recommendations for creating the client's website and/or application.
- 4. Create the Site Map** ☐
Using the information gathered during the discovery phase, content and design will create a site map and a general recommended approach for the website and/or application.
- 5. Get Site Map Approval** ☐
The client must approve the site map before work begins. Any changes to the site map after approval could result in scope change and additional budget.

Get Working

- 6. Develop Wireframe(s)** ☐
The design and development team will put together wireframes to indicate how all web pages will be laid out for desktop, tablet and mobile interfaces.
- 7. Get Wireframe(s) Approval** ☐
Before proceeding, the client must review and approve the proposed wireframes.
- 8. Develop Design Mockups** ☐
The art director and UI/UX lead will develop design mocks for client approval.
- 9. Gather Feedback** ☐
Present design mockups to the target audience (when possible) and perform adjustments on the design based on the feedback.
- 10. Incorporate Content** ☐
Using the information provided by the support team, the content team will write content for the website and/or application. This step is only necessary when content is being written by Firespring and can occur concurrently with development.

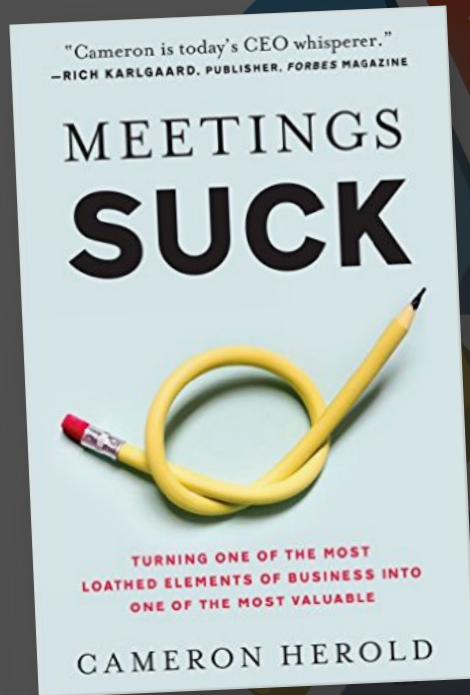


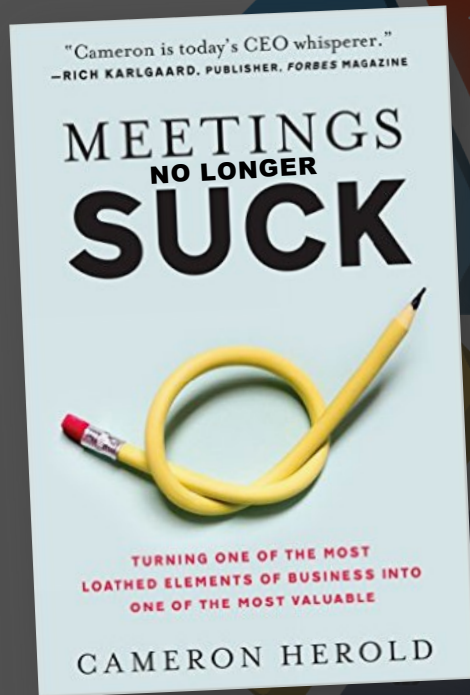


ROCKS

The 3 to 7 most important things to accomplish in the next 90 days

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____





L-10 AGENDA

SEGUE (5 min)

- Personal and professional good news.

SCORECARD (5 min)

Add issues.

ROCK REVIEW (5 min)

- On track or off track? Add issues.

CUSTOMER/EMPLOYEE HEADLINES (5 min)

- Personnel updates/company news. Add issues.

TO-DO LIST (5 min)

- Review list. What did/didn't get done? Add issues.

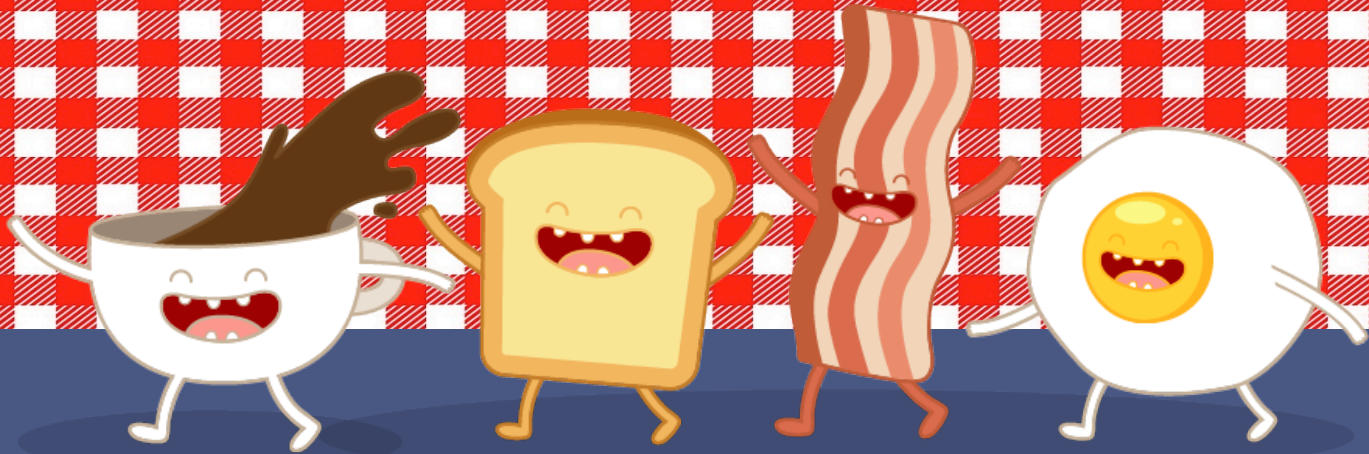
IDS (60 min)

- 1) What is the issue?
- 2) Who's issue is this?
- 3) What is the outcome you want?
- 4) Why is that the issue?
- 5) Has the issue been resolved to the satisfaction of the originator?
(Move on if solution is obvious.)
(20% of the time there is no consensus.)

CONCLUDE (5 min)

- Recap TO-DO LIST.
- Cascading messages.
- Rating (1-10): How did the team do today?

Building a destination workplace where every person feels important, included and loved.





10 Key Drivers

for Employees who Work for
the Most Engaging Nonprofits



2019
Top50

NPT Best Nonprofits To Work For

RANK	ORGANIZATION (No EMPLOYEES)	CITY/STATE
1.	NOWCC, Inc. (24)	Arlington, VA
2.	DoSomething.org (51)	New York, NY
3.	National Institute of Aerospace (118)	Hampton, VA
4.	Assn for Vision Rehabilitation and Employment, Inc. (79)	Binghamton, NY
5.	The Center for Trauma & Resilience (17)	Denver, CO
6.	Musicians On Call (154)	Nashville, TN
7.	Wounded Warrior Project (670)	Jacksonville, FL
8.	The Lord's Place, Inc. (112)	West Palm Beach, FL
9.	ZERO - The End of Prostate Cancer (21)	Boston, MA
10.	Travis Manion Foundation (48)	Doylestown, PA
11.	Multi-Agency Alliance for Children, Inc. (67)	Atlanta, GA
12.	National Board for Certification in Occupational Therapy (42)	Gaithersburg, MD
13.	Education Commission of the States (55)	Denver, CO
14.	United Way of Southwest Michigan (20)	St. Joseph, MI
15.	Downtown Streets Team (58)	San Jose, CA
16.	Young Community Developers, Inc (69)	San Francisco, CA
17.	The Achievement Network (205)	Boston, MA
18.	CAF America (33)	Alexandria, VA
19.	Legal Aid Society of the District of Columbia (65)	Washington, DC
20.	Century Housing Corporation (88)	Culver City, CA

SOURCE:

THE NONPROFIT TIMES
The Leading Business Publication For Nonprofit Management

TOP 10 KEY DRIVERS – 2019

1. I feel I am valued in this organization.
2. Most days, I feel I have made progress at work.
3. I have confidence in the leadership of this organization.
4. I like the type of work that I do.
5. I can trust what this organization tells me.
6. I like the people I work with at this organization.
7. Quality is a top priority with this organization.
8. Overall, I'm satisfied with this organization's benefits package.
9. I understand the long-term strategy of this organization.
10. My supervisor helps me develop to my fullest potential.

SOURCE:

THE NONPROFIT TIMES
The Leading Business Publication For Nonprofit Management

The Big Question

Organizational
Culture

If I can work for a company, make a good living, and still do socially meaningful work, why would I choose to work for a nonprofit?





3 Steps to a Healthy Organizational Culture





1

Clear Mission & Vision

Like the soil we plant our garden in, our mission is our foundation—the matter we root ourselves in.

Uniting organizational culture around a consistent, inspiring mission creates unity of action.






2

Cultivate Shared Values

Shared values are like the sunlight and water of the garden. Without consistent expression of shared values, culture will wilt.

A black and white photograph of a watering can pouring water onto plants in a garden. The water is captured in mid-air, creating a spray effect. The background is blurred, showing more foliage.

*Values are expressed
in everyday actions
and attitudes.*





3

Keep People First

People are like seeds in our garden. Problems will arise if we water our budding plants inconsistently, plant them too densely or for the wrong season.

If we take great care of our people, our people will be great stewards of our mission.





SELF-ASSESSMENT

7 Common Traits of Culture Leaders





1

**Does our leadership
team walk the talk?**





2

**Does our organization
value learning
and growth?**

*If learning stops,
you are dead.
~Osho*





3

**Is our leadership team
transparent about
all aspects of the
organization's
business?**



**BUILD
TRUST
THROUGH
TRANSPARENCY**





4

Do our leaders
embrace change?

"If you don't like change, you're
going to like irrelevance even less."

RELITE

Made with  by recitethis.com





5

**Does our leadership
listen more than
they talk?**





6

**Are our employees
the biggest believers
in our mission?**

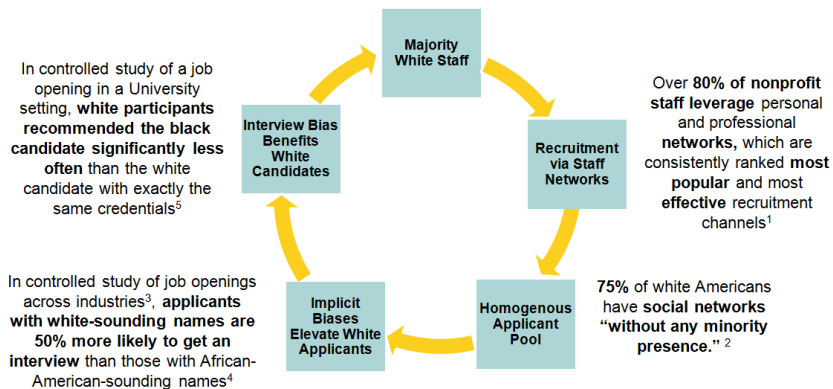




7

Does our leadership
team take action
(more than words)
on diversity and
inclusion?

Self-reinforcing cycle causing majority white staff



¹Nonprofit HR Solutions: Nonprofit Employment Trends 2013.
²State: Why It Shouldn't Surprise Us That Whites and Blacks Have So Little Empathy for Each Other 2012.
³The study included both private sector companies specializing in manufacturing, and financial and business services, and social sector organizations working in health, education, and other direct service delivery.
⁴Booth School of Business: Are Emily and Brendan more employable than Lakisha and Jamal? 2002.
⁵The Nonprofit Quarterly "Color blind or just plain blind? The pernicious nature of contemporary racism." 2014.



Diversity goes beyond race and gender.



Sexual orientation, religious affiliation, ethnicity, generation, disability, personality type and thinking style.



Graham High

CASE STUDY



FOUNDERS ARCHIBALD & EDYTH

investing in **GREAT IDEAS** and the **PEOPLE** who

in **Minnesota, North Dakota,
South Dakota and 23 Native Nations**

OPPORTUNITIES

Don't miss these deadlines

Find upcoming deadlines and learn about opportunities available at the Bush Foundation.

NEWS

bMagazine

Get inspired by stories from organizations and people we invest in. [Check out the 2018 issue of bMag online.](#)

GRANTS

Community Innovation

Accepting applications for Community Innovation grants on a rolling basis. Contact Community Innovation staff to find out if this grant is a fit for your community.

Archibald (Archie) Granville Bush, a native of Granite Falls, joined Minnesota Mining and Manufacturing (3M) as a bookkeeper in 1909 for a salary of \$11.55 per week. He quickly rose up through the ranks and would spend the majority of his career as chair of the executive committee.

While based in Chicago in 1919, Archie met and married a chorus girl/actress, Edyth Bassler Bush. Although she would give up both singing and acting professionally, Edyth and Archie's support for the arts would remain evident throughout their philanthropic endeavors.

With no children of their own to inherit their \$300 million estate, Archie and Edyth established the Bush Foundation in 1953. Over the next several decades, Archie, Edyth and the Foundation's successors supported a range of initiatives from leadership development, early childhood education, healthcare, community problem solving, nation building and the arts.

Today the Foundation's income derives from assets given by Archie and Edyth, primarily 3M stock. After Archie's death, a portion of the Bush Foundation's assets were used to create the Edyth Bush Charitable Foundation.

**push forward
with an open mind,
a caring heart, and
intention to evolve**

**the average adult spends
more waking hours
at work than
anywhere else**

You will get the hang of it, I know it.



It's just like riding a bike.



It's just like riding a bike.





The Isolation Problem

Baby Boomers

Born > 1944

24%

Millennials

Born > 1981

35%

Generation X

Born > 1965

25%

Generation Z

Born > 1997

45%



“Loneliness isn’t the physical absence of other people. It’s the sense that you’re not sharing anything that matters with anyone else.”



lonely
is not the same as
alone



connection

**What is one thing
life is teaching
you right now?**

**What was
happening the
last time you
laughed so hard
you cried?**

**How would you
like to be
remembered?**

**What is
something you
miss from your
past?**

**LISTENING
TO
WIN**

**LISTENING
TO
UNDERSTAND**



**What is the best
gift you have ever
received?**

**What habit could
you change that
would improve
your life?**

**What are you
looking forward
to right now?**

**What is holding
you back?**

I SEE YOU

I'M HERE

Let's Connect

- Values activity
- Bush Foundation case study
- Copy of this presentation

Let's connect on

LinkedIn

Jay Wilkinson500+ connections
Geek with social skills | Entrepreneur | Angel Investor | Author |
Firespring CEO
Lincoln, Nebraska Area | Marketing and Advertising

Current

Firespring, PaymentSpring, Launch Leadership Foundation
Comerstone Print & Marketing, AlphaGraphics of Nebraska,
Campus Connection

Previous

Massachusetts Institute of Technology - Sloan School of
Management

Education

Recommendations

12 people have recommended Jay
Firespring
Comerstone Print & Marketing
NE Angels

Websites

Join LinkedIn and access Jay's full profile. It's free!
As a LinkedIn member, you'll join 400 million other professionals who are sharing connections, ideas, and opportunities.
• See who you know in common
• Get introduced
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Summary
Jay Wilkinson is a lifelong entrepreneur. Before graduating from college, he started 8 businesses, most of which failed miserably. He eventually caught on, and in 1986 helped launch Campus Connection magazine in NYC which expanded to 350 campuses all over the US.
After selling the magazine in '92, Jay moved back to Nebraska to open an AlphaGraphics printshop which subsequently broke the record for the 250-store franchise as the fastest to reach \$1MM in annual sales. The printing company has been listed by Printing News magazine as one of America's 100 largest rapid-response printshops every year since 1996.
In 1996, the printshop launched a website design division which eventually landed the Backstreet Boys Band website. It knew from that point on, they'd always "Want It That Way" and in 2001, spun-off to create Firespring.
Today, Firespring has more than 250 team members and thousands of clients all over the world. It was the 1st Certified B Corp in Nebraska and was named by Inc. Magazine as one of the Top 50 Small Company Workplaces in America.

@jaywilk 



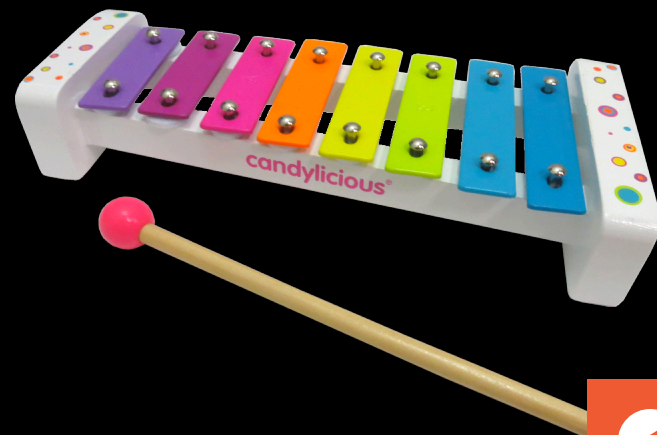
a tale of girls gifts & guilt

epic adventure

i might die

story time





a gift
my daughters
will remember forever



a gift

i will remember forever



life is hard

a reminder of what's important





An invitation

be vulnerable

**being vulnerable
doesn't diminish
our credibility
it enhances it**

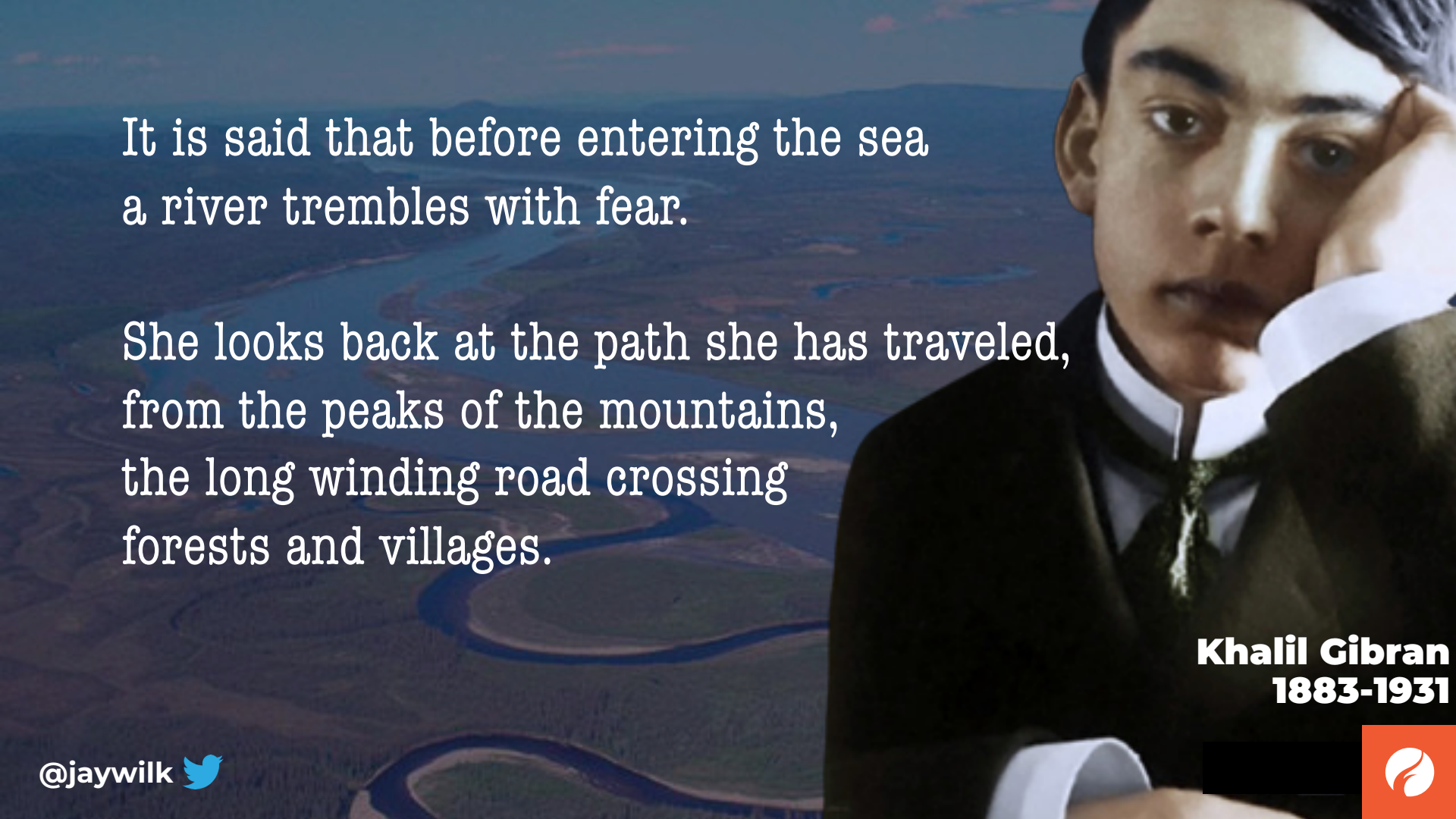


**leading from a place of love
doesn't compromise our power
it elevates it**



one thing

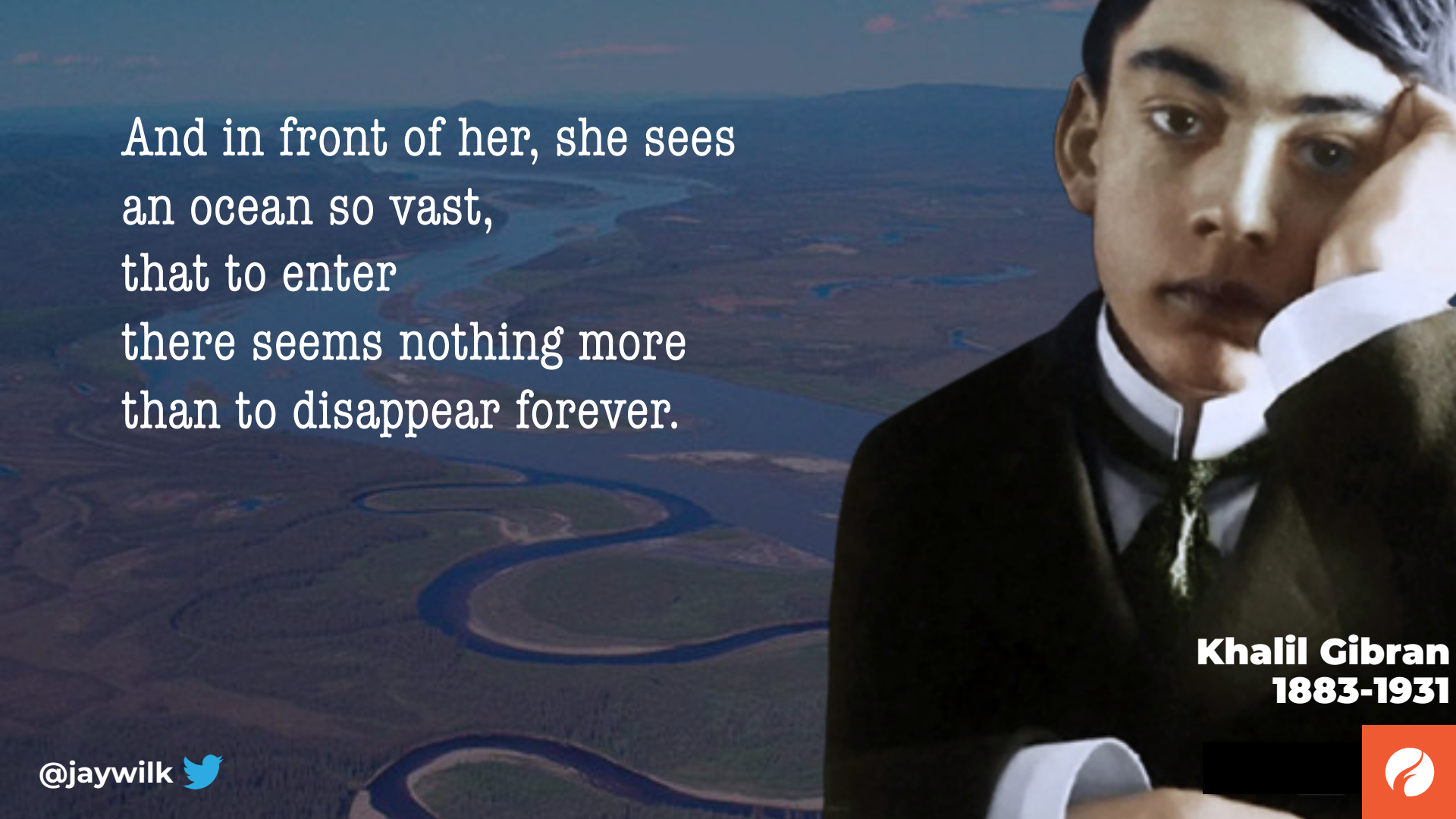




It is said that before entering the sea
a river trembles with fear.

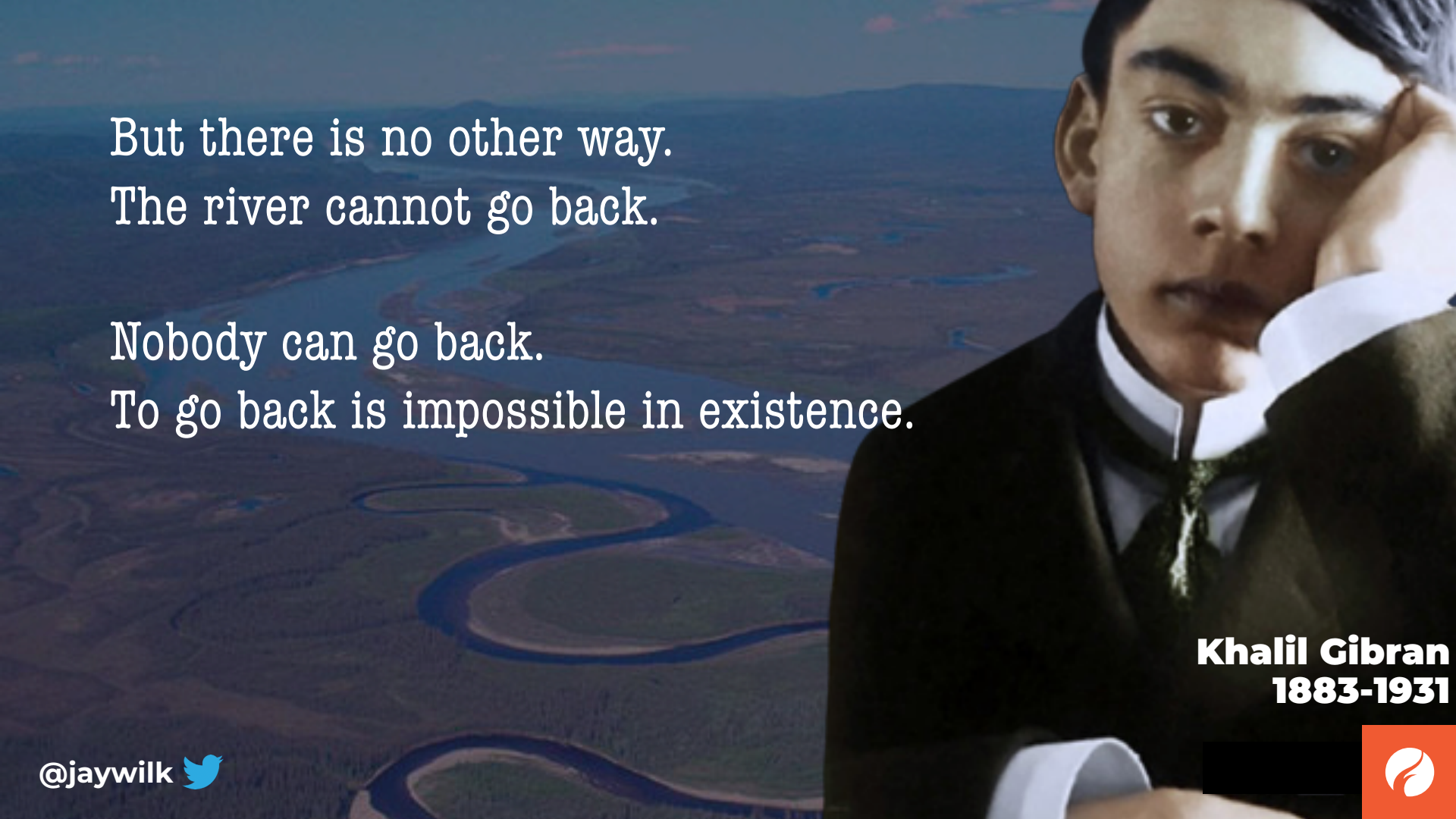
She looks back at the path she has traveled,
from the peaks of the mountains,
the long winding road crossing
forests and villages.

Khalil Gibran
1883-1931



And in front of her, she sees
an ocean so vast,
that to enter
there seems nothing more
than to disappear forever.

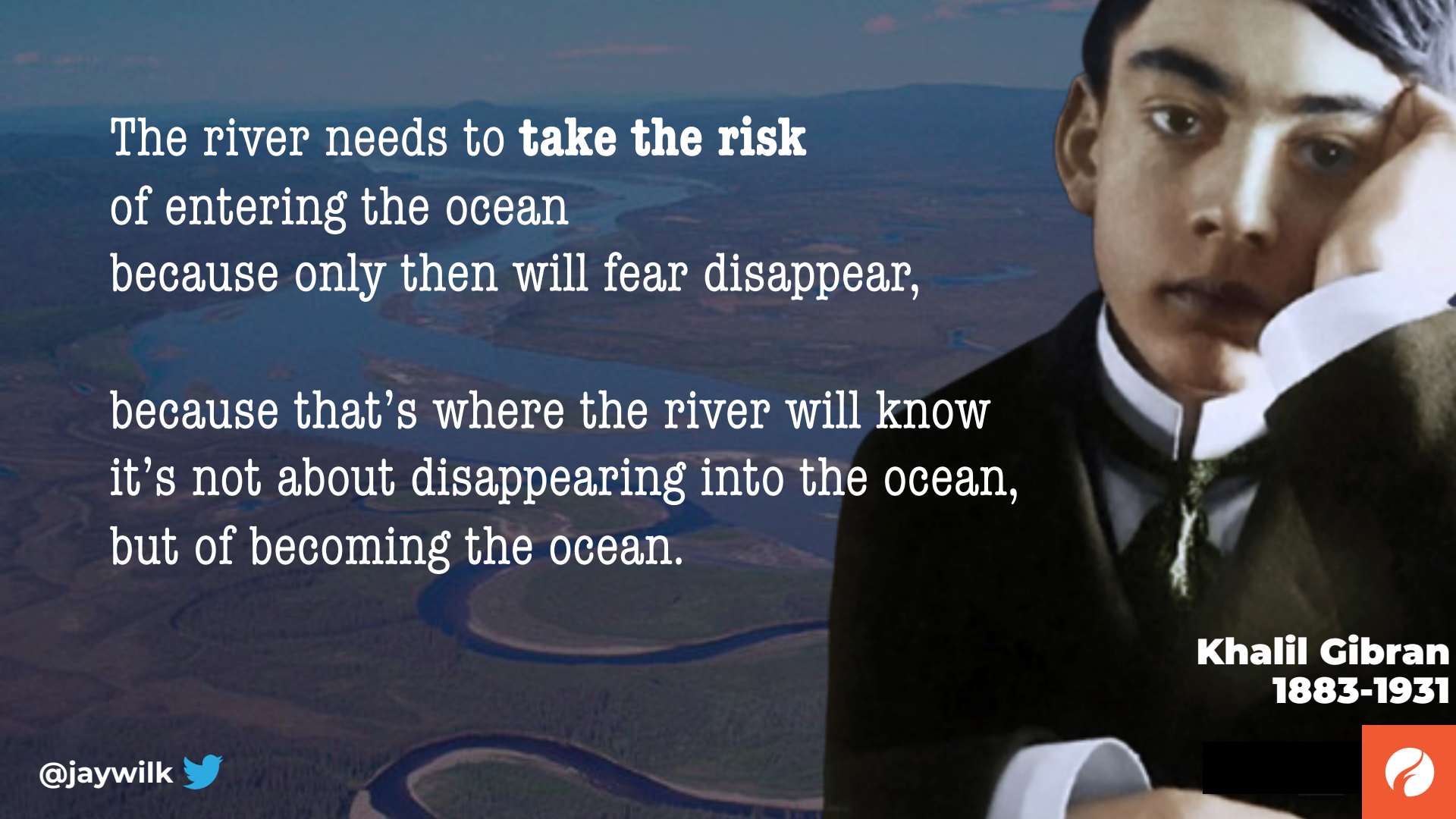
Khalil Gibran
1883-1931



But there is no other way.
The river cannot go back.

Nobody can go back.
To go back is impossible in existence.


Khalil Gibran
1883-1931



The river needs to **take the risk**
of entering the ocean
because only then will fear disappear,

because that's where the river will know
it's not about disappearing into the ocean,
but of becoming the ocean.

Khalil Gibran
1883-1931



IMAGINE A WORLD
WHERE WE ALL TRULY
OPERATE AS IF WE ARE
**BETTER
TOGETHER**



IMAGINE A WORLD WHERE WE HAVE
LEFT BEHIND
WHATEVER HOLDS US BACK



It's never too late to be what you might have been.

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NY, Angles

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Thank you



@jaywilk

Presented by:
Jay Wilkinson, Founder/CEO

