

2016 Women's Symposium Leadership Tips

Highlights from Keynote and Breakout Session Speakers



Thoughts from Leaders on Fundraising, Leadership and Personal Development

(Organized by session topic)

Here are some highlights from women thought leaders who spoke at the 2016 Symposium for Women in Nonprofit Leadership.

Stories that Honk and Fly Around the World: Knowing Who We Are and Why We Are Here

- (There is a difference between) what we wish to be true and what we can make happen.
- Imagine a reality that has not yet come to pass.

Deanna Brown, Founder and Director, Cultural Connections

Serving Others, Growing Ourselves

- 5 C's of Change – Champions (those who lead the change), Chaser (those who eagerly follow), Converts (key to change), Challengers (those who want proof in order to change) and Changephobics. Be open to being a Convert.
- If serving is below you, leadership is beyond you.

Susan Decker, St. Mary-of-the-Woods College

#Lead Well Now

- In this unpredictable world, you cannot think about just one path.
- We have never had a greater need for leadership. The stakes are high.
- You cannot move forward if you do not know where you are now.
- Leadership is about envisioning a better future and helping your organization get there.
- Not investing in yourself is a recipe for failure.

Kris Taylor, Evergreen Leadership

Servant Leadership: Leading Through the Spirit of Giving

- Feel the fear. Just do it afraid.
- A over B to A+B Leadership: Empowering to be more of who they already are.
- Regard (wo)man as mine rich in gems of inestimable value.
- Everyone wants to grow, but no one wants to change.

Johanna Wu, Merritt Wu Associates

Stepping into Philanthropy Power: Personally & Professionally

- Women control \$13.2 trillion in assets and are poised to lead in philanthropy as never before.
- Women are more likely to (1) give (2) give greater amounts (3) spread giving over more organizations and (4) be motivated to give differently than men.
- Women need to be heard and need to receive recognition of their philanthropy. We aren't willing to speak up to take credit for our work and ideas.

Andrea Pactor, IU Lilly Family School of Philanthropy

Women Reaching Women: Low-Cost, High-Impact Marketing for Nonprofits

- 360 messages bombard the average person every day. People need to hear something as many as **21 times per day** to actually “hear” it.
- People share, read, and generally engage more with any type of content when it’s surfaced through friends and people they know and trust. – Malorie Lucich, Facebook spokesperson
- Paper, e-newsletters and t-shirts are reactive tools. But handing them out makes them proactive tools. Makes them “marketing tools.”
- Donors tend to give **TWICE** as much when presented with a story versus numbers.

Laura Huth, do good Consulting

Leading by Building a Culture of Inquiry

- If a board doesn’t have a culture of inquiry, only the board can change that.
- At the end of the board meeting we have this magical agenda item called “new business.” Encourage boards to start there first.

Susan Decker, St. Mary-of-the-Woods College

Personal Visions for the Future: How to Get What You Want

- (It feels like) glitter and rainbows when you can connect the big picture vision with “the doing” (what you’re good at doing).

Stefanie Krievins, The Hearts Project

Engaging and Leading Students in Higher Education Toward Building Sustainable Communities

- Urban Water Project – 500 volunteers, 17 Purdue students, 7 agencies.
- Reach out to faculty; they may be able to help you and to provide student volunteers. But they may not know how to reach out to you.

Lindsay Payne, Purdue University

Entrepreneurship and Social Innovation in Poor Contexts

- We’ve seen a real shift from the humanitarian – let’s keep people alive focus – to empowerment. From welfare model to empowerment model.
- (Our organizations are) not asking small businesses what they need and if they will help.
- As businesses invest in communities, their assets get increasingly fixed within that community.

Samee Desai, Indiana University

Where’s My Next Level...The Evolution of Gong from Good to Great

- Vassiena’s motto is “Anything is easy. Once you know how.”
- Women need to take charge: maximizing our lives.
- Nourish our greatness.
- “I am...” (affirmations – “I am confident.” “I am empowered.”)

Vassiena Adesanya, Level Up Transformations

Accelerating Progress through Effective Facilitation

- Facilitation starts well before the meeting being facilitated. The **purpose** and **payoff** will determine the **process**.
- What's the **purpose** of the meeting, retreat, discussion? What's the **payoff**? What does the group want to have accomplished at the end of the meeting? What's the best **process** to achieve results?
- The facilitator's first and most important role is to be a Master of Neutrality. If you have a vested interest in the outcome, you should not be facilitating.

Bea Northcott, Triple Impact, LLC

Maximizing Your Community, Kitty Campbell

- It's so easy to connect with others – volunteers, leaders, peers – when you are authentic and talk about what you care about. You can make deeper connections. You are more likely to be able to help others, too. Pay it forward.
- “Building Community” works well when you pay it forward, willingly share your expertise, practice gratitude and are authentic.
- Think bigger than networking.

Kitty Campbell, Leadership Lafayette & Indiana Leadership Association

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