






Keys to Advancing Your Nonprofit Career

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September 15, 2016



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Philanthropic Counsel, Executive Search & Organizational Strategy

Presentation Objectives

- Apply strategic planning skills to work and career
- Improve professional competencies
- Identify resources
- Leave with a plan of action

Why Should We Work On This?

- Your organization is not going to do it for you
- You must be responsible for your own plan
- Managers: Your good fundraisers are leaving!

Four Keys to Advancing Your Development/Nonprofit Career

1. Plan
2. Assess
3. Improve
4. Network

Have a Plan

- Utilize strategic planning acumen
- Sharpen your vision
- Consider multiple horizons
- Take a personal retreat

Plan: Utilize Strategic Planning Acumen

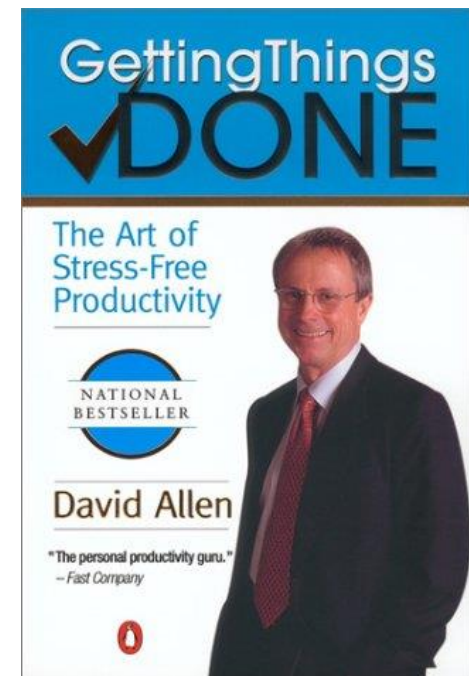
- Vision
- Assessment
- Strategy/Goals
- Tactics/Implementation
- Evaluation

Plan: Sharpen Your Vision

- **Written vision statement**
 - Professional: role, sector, geography
 - Personal
 - Educational
 - Financial

Plan: Consider Multiple Horizons

- 10-year vision
- 3-year strategy
- Annual goals
- 90-day tactics



Plan: Take a Personal Retreat

- Start with a vision “interview”
- Take the assessment test
- Organize your plan by section
- Commit to a regular review

Assess: SWOT

| | |
|----------------------|-------------------|
| Strengths | Weaknesses |
| Opportunities | Threats |

Assess: 10 Key Competencies

1. Learning Plan
2. Personal Organization
3. Leadership
4. Networking
5. Nonprofit/Sector
6. Speaking
7. Writing
8. Listening/Conversation
9. Financial Acumen
10. Strategic Planning

Competency #1: Learning Plan

- Evidence of self-assessment and a plan to address it
 - *How do you measure?*

Articulated long-term vision, life-long learner, SWOT analysis, engaged in reading and professional development activity

Competency #2: Personal Organization

- The ability to input, organize and prioritize increasing demands
 - *How do you measure?*

*Articulated system to capture information, review and assess,
and assure priority tasks are accomplished*

Competency #3: Leadership

- Ability to motivate people and manage projects
 - *How do you measure?*

*Examples of 1) volunteer recruitment and leadership,
2) time and budget restraints, and
3) organizational and peer recognition and election*

Competency #4: Networking

- Understanding of – and connections to – individual and organizational networks
 - *How do you measure?*

*Who are your individual targets?
To what organizations should you be connected?*

Competency #5: Nonprofit/Sector

- Ability to speak about philanthropy at the broadest level
 - *How do you measure?*

What state and national legislation affects nonprofits?

What is the impact of technology and related trends?

What does the transfer of wealth mean for nonprofits?

The role of community foundations?

Competency #6: Speaking

- Effective and comfortable public speaker
 - *How do you measure?*

*Internal meeting settings, external audience opportunities,
impromptu organization of thoughts (George Smith example)*

Competency #7: Writing

- Ability to compose content for various purposes
 - *How do you measure?*

Narrative, persuasive, technical, business, and personal

Competency #8: Listening/Conversation

- Comfortable with informal conversation
 - *How do you measure?*

*Active listening skills, comfortable eye-contact,
conversation “starter” and “blender”, not interrupting*

Competency #9: Financial Acumen

- Ability to talk numbers
 - *How do you measure?*

Do you understand broad economic conditions that effect your organization and sector? Can you define the “business model” of your organization? Can you define three key revenue and expense drivers at your organization?

Competency #10: Strategic Planning

- Ability to contribute to – and ultimately lead – an organizational planning process
 - *How do you measure?*

*Do you understand planning stages?
Vision, assessment, goals, tactics*

Improve

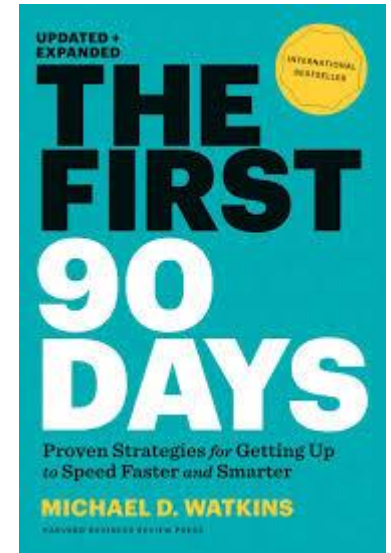
- Break-down competencies
- Envision next position
- Be a student of opportunities
- Address your public profile

Improve: Break-Down Competencies

- Strengths you market
- Weaknesses you address
- Competencies you accept

Improve: Envision Next Position

- Describe first 90 days
- Mock interview: You vs. Job Description
- Management style



Improve: Be a Student of Opportunities

- Ask every manager what they look for
- Study job openings - headlines?
- Your sector? Your roles? Your geography?

Improve: Address Your Public Profile

- Fix your resume now
- Broaden your professional social media
- Strategic attendance

Network

- Target your comps and aspirational organizations
- Be a conference commando
- Volunteer with purpose
- Recruit your “Board of Directors”

Network: Target Your Comps

- Who has the job you want?
- Three comparative colleagues?
- List three aspirational contacts?

Network: Be A Conference Commando

- Don't just show up! What is your plan for the year?
- Identify individuals to see
- Target three follow-ups
- Study sessions before; volunteer
- Ask one good question

Network: Volunteer With Purpose

- Fulfill sector or geography goals
- Practice skills your assessment identified
- Volunteer to lead

Network: Recruit Your Board of Directors

- You are the company! What do you need?
- Informal, individualized structure
- Content expertise, networking value, skill development
- Constructive criticism




Avoid the Pain of Professional Paralysis!

- Commit to a plan
- Conduct an honest assessment
- Organize your improvements
- Network with a purpose

Thank You

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