



With Your Host
Tom Floyd

SHOW HOST

Tom Floyd, founder and CEO of Insight Educational Consulting (IEC), is a dynamic business man and speaker, who has grown a multi-million dollar business guiding Fortune 500 companies in the implementation of change management, workforce performance, and learning solutions. The ultimate combination of a strategic visionary and project leader, Tom is cross trained in business strategy, focusing specifically on organizational change, human performance, and employee development.

GUEST BIOS

Bill Bothwell is a partner in the Public Finance Department at the law firm of Orrick, Herrington & Sutcliffe. In his practice of law, Bill has counseled numerous non profit organizations in obtaining financing for their facilities. Bill is also head of the non profit board at Orrick and also sits on the Board of Shambhala Mountain Center.

Kathleen Enright is the founding Executive Director of Grantmakers for Effective Organizations (GEO) in Washington, D.C., a community of more than 300 funders working to maximize philanthropy's impact by advancing the effectiveness of grantmakers and their grantees. She's also the author of: *Investing in Leadership: Inspiration and Ideas from Philanthropy's Latest Frontier*.

Martha Lasley is a founding partner and Director of Training at Leadership That Works. Also as a part of the Kellogg Foundation's Coaching and Philanthropy research, she has interviewed leading coaches on the efficacy of coaching in non profits, and is the author of *Courageous Visions: How to Unleash Passionate Energy in Your Life and Your Organization*.

Don Listwin is founder and chairman of the Canary Foundation, the nation's only non profit organization devoted exclusively to early detection of cancer. A 25-year veteran of the technology industry including acting as CEO of Openwave and the number 2 executive at Cisco Systems, Listwin walked away from a high-profile career and launched Canary.

Coaching Non Profit and Charity Leaders

MONDAY OCTOBER 29TH, 2007

11AM PT (2 PM ET)

Non profit and charity leaders often are hailed for the altruistic deeds and missions of their organizations, most of which are largely central to the health and well-being of society.

However, with a continual reliance on fundraising, volunteers or public policy, non profit leaders face a unique kind of pressure and stress, one where the line between personal and professional lives can more easily get blurred, often leading to burnout and high turnover.

How can coaching help non profit/charity leaders succeed both professionally and personally? What are the differences and similarities to coaching a non profit leader versus a CEO, and what lessons can be learned from the private and public sectors?

HIGHLIGHTS

According to Giving USA 2005, an annual report focused on the non profit sector, charitable giving rose 5 percent to nearly \$250 billion in 2004.

However, some reports including The Charitable Impulse, indicate that typical donors haven't been receptive to some non profit organizations starting to act like big businesses, and additional data from sources like the January 2006 Harris Interactive Donor Pulse Survey highlight that one-third of U.S. adults have less than positive feelings toward America's charitable organizations.

What are the challenges facing today's non profit leaders, and how are these trends impacting them?

Our panel of experts address these questions, and discuss how coaches who work in the non profit sector have been able to help.

Highlights of the show include:

- An overview of the trends, challenges, and successes within the non profit sector.
- The challenges non profit leaders face in their roles.
- How some of the issues experienced in non profit organizations can be different than those in Corporate America.
- Why having a coach can help improve accountability and overall achievement of goals.
- What coaches are doing to help address burnout and stress within the non profit community.
- How coaches are helping non profit leaders establish better relationships with the board.

For more information on **Insight on Coaching**, feel free to contact Tom directly at tfloyd@ieconsulting.biz

"I SAW A SITUATION WHERE ONE BOARD MEMBER ACTUALLY SERVED AS A COACH FOR AN EXECUTIVE DIRECTOR, SPEAKING WITH HIM OBJECTIVELY OVER THE TELEPHONE ONE-ON-ONE ON A WEEKLY BASIS AND SENDING HIM SUMMARIES OF THEIR CONVERSATION. THE ED FELT IT WAS INCREDIBLY HELPFUL JUST HAVING PERSPECTIVE FROM SOMEONE WHO KNEW WHAT WAS GOING ON BUT WAS NOT TAKING SIDES."

BILL BOTHWELL

"A STRUCTURAL BARRIER THAT'S AT PLAY IN NON PROFITS IS THEY'RE JUST TOO SMALL TO GROW THEIR OWN NEXT SET OF LEADERS COMING UP WITHIN THE INSTITUTION. THE TYPICAL NON-PROFIT HAS A BUDGET OF LESS THAN A MILLION DOLLARS AND FEWER THAN 15 STAFF. THEY DON'T HAVE SOPHISTICATED HR FUNCTIONS AND ACCESS TO THE SAME FUNCTIONS AS OTHER ORGANIZATIONS."

KATHLEEN ENRIGHT

"MANY NON PROFITS ARE REALIZING THEIR LEADERS NEED DEVELOPMENT. I'M SEEING NON PROFITS DEVELOPING PEER TO PEER MENTORING RELATIONSHIPS, AND I'M SEEING COACHING REACH ACROSS ORGANIZATIONS, USING PROGRAMS LIKE 360-DEGREE COACHING WHERE INDIVIDUALS ARE COACHING THEIR BOSSES, PEERS, AND DIRECT REPORTS."

MARTHA LASLEY

"I FEEL A LOT CAN BE LEARNED FROM THE BUSINESS COMMUNITY AND I BELIEVE THAT'S WHERE COACHING HAS TO GO FOR A NUMBER OF NON PROFIT LEADERS. HELPING THEM UNDERSTAND THAT SETTING GOALS EVERY 90 DAYS IS IMPORTANT AND BEING ACCOUNTABLE BACK TO THE PEOPLE WHO GIVE MONEY TO THE ORGANIZATION."

DON LISTWIN

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