

NAYDO WEBINAR

Sponsored by Blackbaud

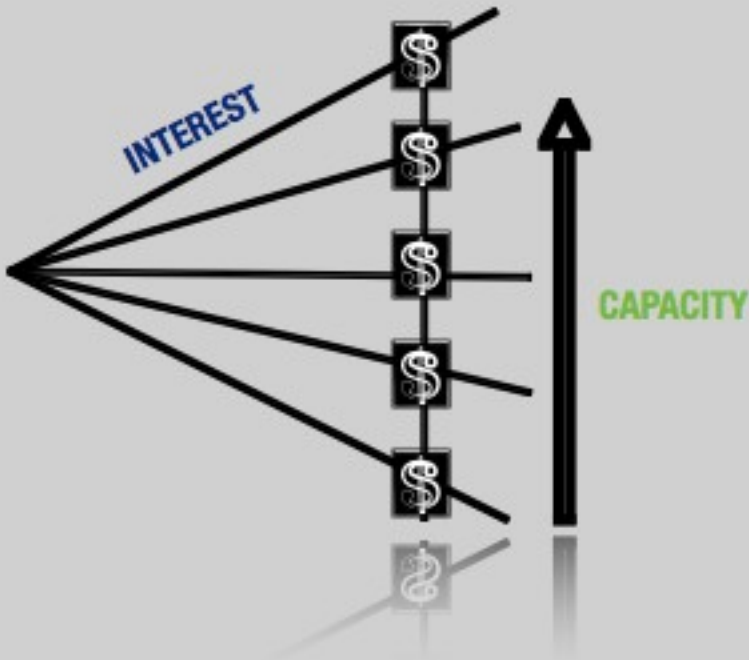
Human Capital: Leadership is Everything

Bruce L. Berglund CFRE
Donor by Design Group



What it felt like a year ago...

Interest & Capacity

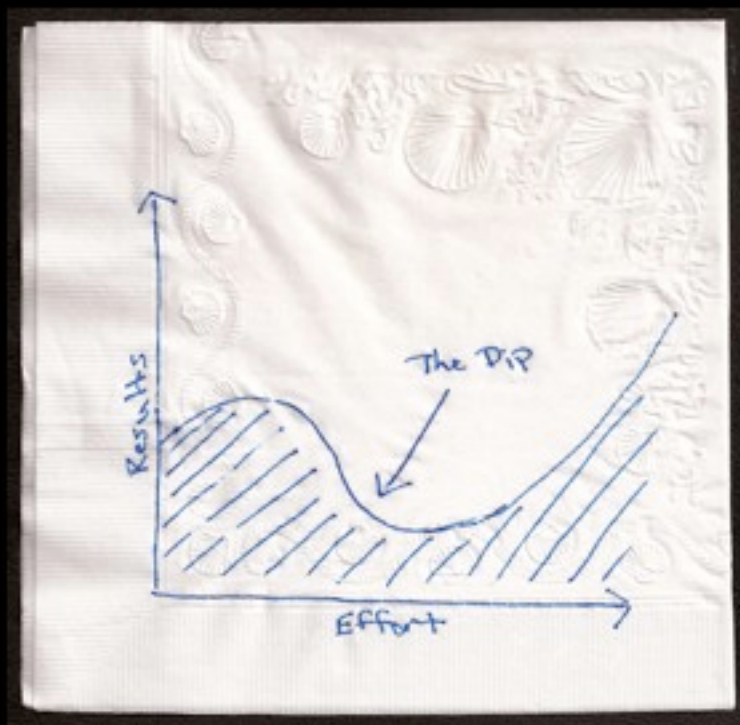


Human Capital

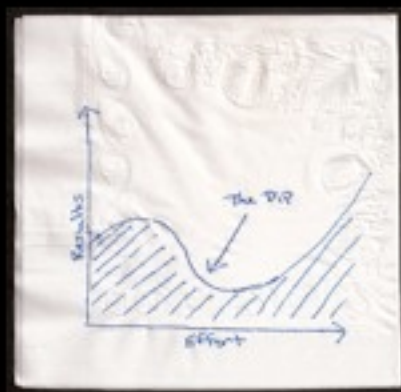


Dip

Seth Godin: The Dip

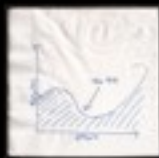


**Long slog between starting ...
and mastery**



**Successful people don't just
ride out the dip, they lean into it**

**Who do you want
next to you when
you hit the dip?**



**Leadership
is
Everything**

(Video can be found at donorbydesign.com)



(Video can be found at donorbydesign.com)



**Leaders are
looking for:**

Vision
Passion

(Video can be found
at
donorbydesign.com)

Don't Waste
Their Time



Law of Lateral Recruitment

**It is most natural for people to recruit
laterally or below their
socio-economic circles**

**(Video can be found
at
donorbydesign.com)**

**Leaders have
access to
other leaders**



**Leaders want
to be part of
a winning
team**

**(Video can be found
at
donorbydesign.com)**



**(Video can be found
at
donorbydesign.com)**

**Leaders give
donors
confidence
that the
project will
get done**



Staff Leadership

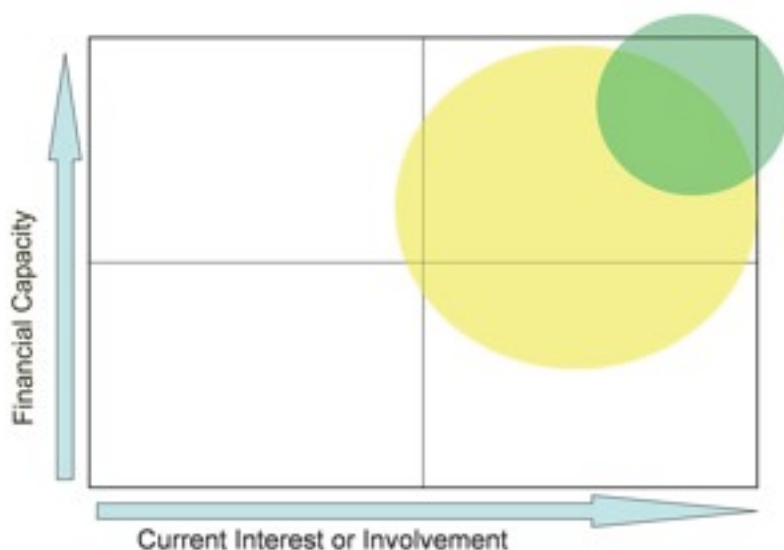
(Video can be found at
donorbydesign.com)



Boards Don't Heal Themselves

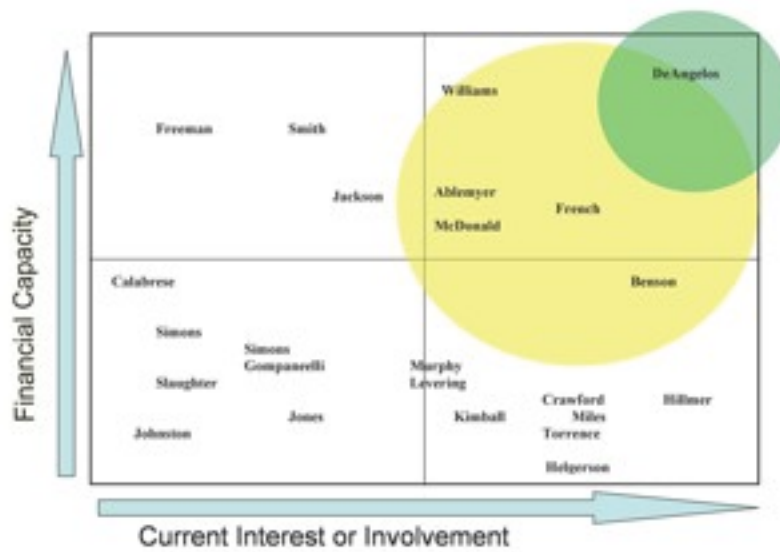
Leadership Prospecting Grid

Plot current board members onto the Board Prospecting Grid



Leadership Prospecting Grid

Plot current board members onto the Board Prospecting Grid



Don't Settle!

(Video can be found at
donorbydesign.com)



**Who do you want
next to you when
you hit the dip?**



