



Developing a Road Map for Future Success

THURSDAY, JANUARY 26TH, 12PM – 1:00PM | FACILITATOR: Hugh Wesley Carrington, Ph.D.

NonProfit HelpDesk

A project of the Jewish Community
Council of Greater Coney Island
(JCCGCI)

www.nphd.org



Three-Part Series...



Session One

- Where are we now?

Session Two

- Where are we going?

Session Three

- How are we going to get there?

Success for any
organization is predicated
on having a **road map** and
being able to **follow** it.

**Do you want to
be successful?**

**What is your
plan
—road map—
for future
success?**



**You must determine
where you **are** before you
can decide where you're
going and how you're
going to **get** there.**

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Homework... are

- History
- What, How, & Why
- Environmental Scan
- SWOT Analysis



Session Two

- Where are we going?



One of the biggest **mistakes**
we make in determining
where we are now...

Being **unrealistic**...

**Some individuals have an
inflated view of themselves...**

**—they normally see and think of
themselves as much better than
how others see or think of us.**

As a leader, you may
have an **inflated** view
of our organization.



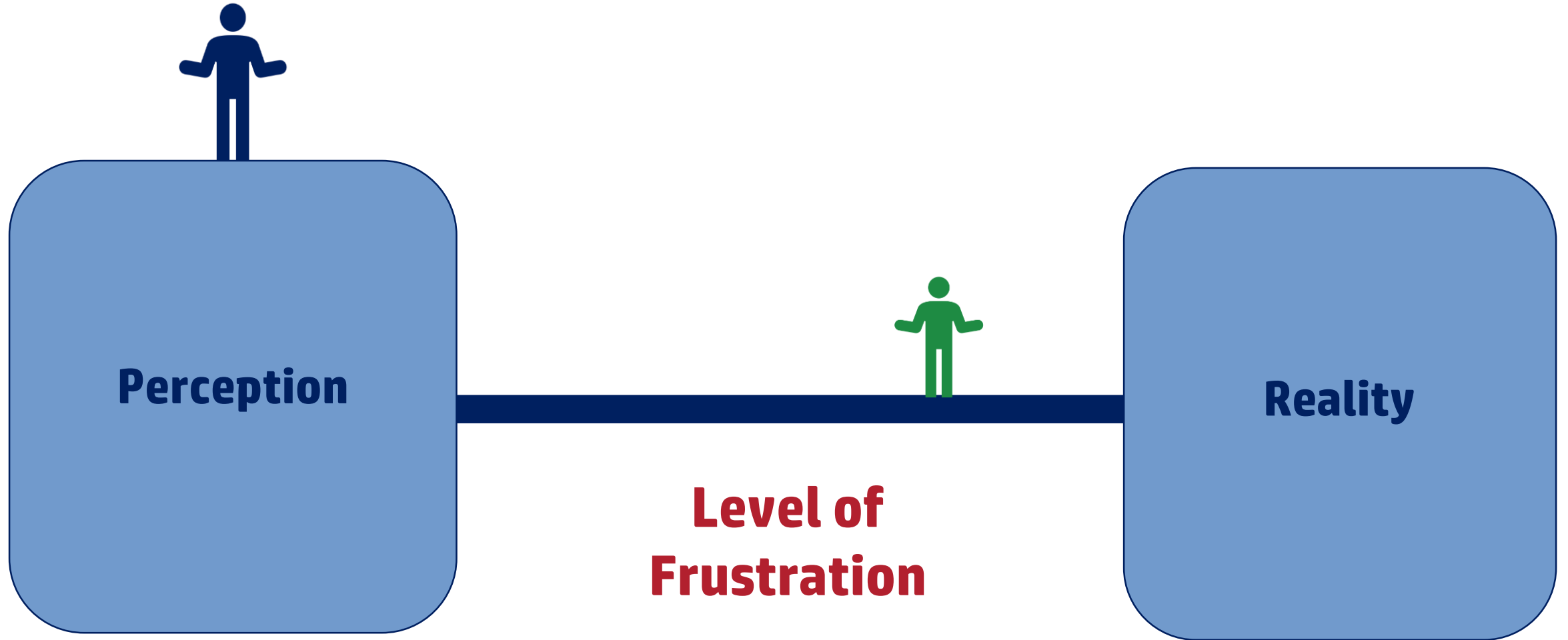
The gap between our perception and reality is our level of frustration.



Perception

**Level of
Frustration**

Reality



Leadership	Management
1. Strategic	1. Transactional
2. Future (where we are going) ✓	2. Now (what we have to do)
3. Works on the system	3. Works in the system
4. Big-picture oriented	4. Bottom-line oriented
5. Focused on the solution	5. Focused on the problem
6. Masters the context	6. Controls the environment
7. Drive and effect change	7. Protect and maintain
8. Creative	8. Reactive
9. Set a direction	9. Plan and budget
10. Passion	10. Position
11. Motivate	11. Direct
12. Concerned with people	12. Concerned with performance (projects)
13. People follow leaders	13. People work for managers
14. Influence	14. Authority

Road Map for Future Success

Where are we going?



Use your SWOT analysis
to set priorities.

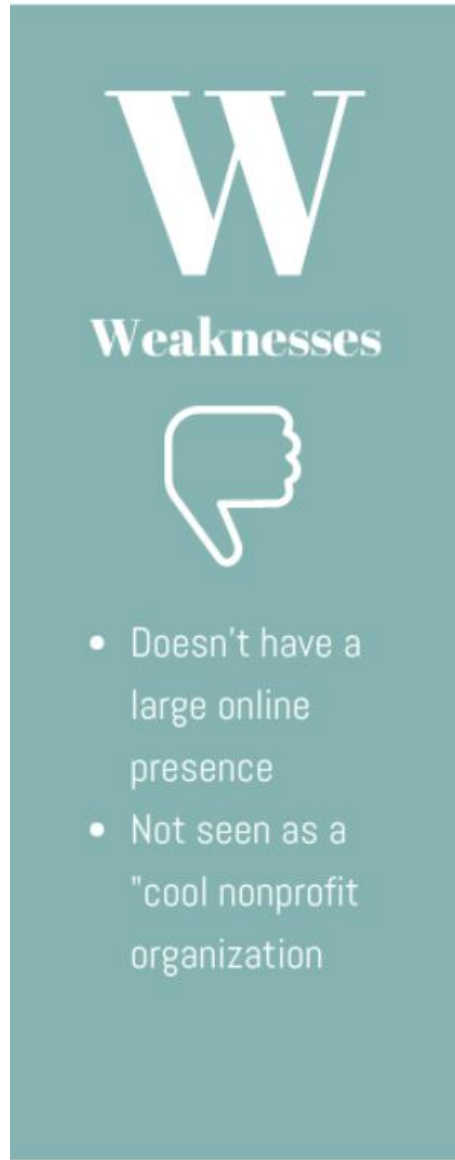
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Strengths



- Uniquely positioned to provide support in the community
- Ten years of expert insights
- Large donor base

- What do you do well?
- Niche—recognize (own it) and build.
- What do you want to build on?



- What can you do better?
- Lacking—recognize (**own it**) and shore up.
- What do you want to shore up?



Opportunities



- Build out an online presence including social media
- Work with influencers
- Update branding

- What trends could you take advantage of?
- Chance—recognize (**own it**) and capitalize.
- What do you want to capitalize on?

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Threats



- Charities with strong social media
- Donor base growing older
- Community support is only USP

- Where are you vulnerable?
- Risks—recognize (**own it**) and manage.
- What do you want to eliminate?

Where are we going? **Priorities**

			
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS




Where are we going?

Priorities

	Opportunities (external, positive)	Threats (external, negative)
Strengths (internal, positive)	Strength-Opportunity strategies Which of the company's strengths can be used to maximize the opportunities you identified?	Strength-Threats strategies How can you use the company's strengths to minimize the threats you identified?
Weaknesses (internal, negative)	Weakness-Opportunity strategies What action(s) can you take to minimize the company's weaknesses using the opportunities you identified?	Weakness-Threats strategies How can you minimize the company's weaknesses to avoid the threats you identified?

TOWS Matrix		EXTERNAL FACTORS	
		Opportunities 💎	Threats 🗡️
INTERNAL FACTORS	Strengths 👍	Strengths / Opportunities	Strengths / Threats
	Weaknesses 👎	Weaknesses / Opportunities	Weaknesses / Threats



Success...

Homework...

- History
- What, How, & Why
- Environmental Scan
- SWOT Analysis
- Set Priorities



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Takeaway...



thank you!