

## Curious about the CEO role?

**Presenters:** Arthur Affleck, Putter Bert & Joe Hastings

Nonprofit leaders must be effective in their jobs and have proficiency in seven key areas.

These areas include:

1. Being an excellent communicator by being a good listener and knowing when to speak
2. Honing fundraising skills through relationship-building, curiosity, storytelling, and friend-raising
3. Pursuit of board meeting success through constant preparation and expectation
4. Putting the mission through vision, into a long-term view through goals and completion timelines
5. Technology sophistication for future growth through engagement and collaboration
6. Attracting and recruiting the best people through development of an organization culture and empowerment.
7. Leading, not just managing, through motivation and accountability
8. Being self-aware and coachable

### **Other Points:**

- Individuals need to understand an organization's structure, needs and goals to be a successful executive.
- Success is often based on an organization accomplishing its mission through philanthropy. Nonprofits seek revenue primarily from private donations from individuals, corporations, foundations, organizations, and associations.
- Nonprofits typically reach a diverse audience about their programs and services. Nonprofit administrations and boards are concerned with an array of issues and a culture that is community focused. Nonprofits are usually registered as 501(c)(3) organizations and provide services as a public good.
- New nonprofit executive directors should connect with current executive directors/CEOs and secure them as mentors and sponsors.
- Executive directors are the keystone for any nonprofit.