

**HAPPY MOTHER'S DAY!**

**UPDATES MAY '22**

Image Credit: Viatris.com



# TEAM PERFORMANCE

## ORCHESTRATING SUCCESS WITH YOUR TEAM

BY HUGH BALLOU

**Leading High-Performance Teams Is Like  
Conducting a Symphony Orchestra**  
*The Transformational Leader is much like the  
orchestra conductor at work.*

Have you ever watched a conductor at work? This is leadership in motion! There is not a single moment of inattention. There is not a single moment of indecision. There is not a single moment of doubt. And there is not a single moment that is out of control. This sounds like a dictatorship, doesn't it? In a way, it is. But, it is not a dictatorship in the sense that only one person rules the will of others. Nor is it a democracy. One person must make the artistic decisions, hold the creative vision, and shape the final results. The leader articulates the vision through clearly crafted goals in the corporate world. The leader then guides the team on the path to success, letting them play into the whole just as the conductor guides each player in the symphony.

The main thing is that the Transformational Leader achieves the  
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## BRAND POSITIONING



For

**NONPROFIT LEADERSHIP**

*Every Member of Your Team,  
Whether Board, Volunteers,  
Administrative, or Vendors  
Represent Your Brand in the  
Marketplace.  
How Are They Showing UP?*

There has been so much talk of brands and their singular importance to the overall success of a business, everywhere from the value to the message and beyond. But branding is much more than real and perceived value.

Just ask people on the street what they would guess that Coca-Cola®, one of the world's best-known brands, is perhaps the best at positioning itself as the go-to beverage for the young and young at heart.

Is it the world's greatest brand? No. What's the value of their brand?

According to Coke® themselves, they are not number one in the world but number three, with an estimated value of \$73.1 billion.

Interbrand agrees, ranking them at the third spot in 2016. Brand Finance thought differently and ranked Coke® at 27th.

The Top 3 Brands? Google®, Apple®, and Amazon® as ranked Brand Finance and reported in Fortune magazine.

## On the Lighter Side

**Q: Why Did My Mother's Day Gift Arrive Late?**

**A: Because it was chocoLATE**

**Q: Why Did the Mother Cat Want to Go Bowling on Mother's Day?**

**A: Because She Was an Alley Cat!**

**Q: Why is Mother's Day in May Before Father's Day in June?**

**A: So Kids Could Spend All Their Christmas Money on Mom!**

**Q: What Kind of Candy Do Moms Love to Receive on Mother's Day?**

**A: Her-She's Kisses**



The annual ranking from Brand Finance says **Google's (GOOGL, 0.68%)** monetary value increased to \$109.5 billion in 2018, representing a 24% increase overall.

By contrast, **Apple's (AAPL, +0.37%)** monetary value fell from \$145.9 billion in 2018 to \$107.1 billion.

As we advance, the services professional must consider their personal and business brand as

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## BRAND POSITIONING

particular market niche. Today's consumer is enraptured with the digital experience, so the transformation from Zero to Hero must include the ever-proliferating digital marketing landscape.

Online and offline brand positioning is a complex set of ongoing tasks which define the ultimate success or failure of the goals they seek to achieve.

Banding and brand positioning, more than ever, is more than a logo, a message, or story. While important, they pale to the philosophy and culture of the individual and business. These combined can establish dominance in the niche where the nonprofit, solopreneur, or small business owner seeks to ascend. How is your nonprofit showing up?



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### *Missed Any Episodes?*

[WHY FEMININE LEADERSHIP  
IS THE FUTURE](#)

[TAKING THE 'ICK' OUT OF  
THE 'ASK'](#)

[TRAINING IN THE HYBRID  
WORLD](#)

[MANAGING YOUR CALENDAR  
AND YOUR LIFE](#)

## [JOIN OTHER LIKE-MINDED LEADERS](#)



**SynerVision  
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**The Nonprofit  
Exchange**  
<http://TheNonprofitExchange.org>  
Leadership Tools & Strategies

***In Memory of Those Who Died So  
We Might Be Free***







## TEAM PERFORMANCE

maximum result by inspiring and empowering those influenced by their leadership skills, whether in orchestra or business. Being open and straightforward builds the respect of those you lead as you let them participate in your work. Conversely, if you are closed, unprepared and guarded, not admitting your weaknesses, the folks you lead with are not fully engaged, confused, resentful, and unproductive.

If you are transparent, they will be actively engaged.

If you are guarded, secretive, and unclear, those you lead will disengage and give less than desired results.

The conductor guides highly qualified musicians as each person contributes to the best of their skill. Together they craft a more significant result than any one of them could produce alone. If the conductor tells a highly competent oboe player how to play the oboe, then that conductor will look for another oboist for the next season. The conductor relies on the professional competence of each person selected to be a part of this high-performance organization.

Many corporate leaders want to define a task and then tell the person how to do everything related to the task. Doing so is a killer of creative enthusiasm.

The corporate executive that leads a board of directors, a project team, or executive staff is like

the conductor in that there is often one chance to get the correct result. Once you lose your competitive edge, you may not have another opportunity for success. Like the orchestra, the team is only as good as the leader.

Here is an overview of some parallel principles for the conductor and corporate leader:

- If the leader is autocratic, then there's a limit to the results
- The leader has a commanding presence, not a fearful dominance
- Both are only as effective as they successfully lead others
- The leader defines how the impact is expressed
  - With passion and commitment
  - With unanimity of movement and expression
  - With a combination of skills that creates momentum
  - With unity of pace and harmony
- The leader invites others to participate with the aura of their presence
- Knows and communicates that the result can only be obtained with everybody doing their best

The conductor and the leader inspire and enable the highest performance of the groups they lead. The conductor is alert to what is happening and makes the necessary adjustments to ensure the best final result. This chart compares the skills used in molding the final result:

| THE CONDUCTOR              | THE CORPORATE LEADER          |
|----------------------------|-------------------------------|
| Sets the Tempo             | Sets the Pace of the Team     |
| Enables Musical Excellence | Builds High-Performance Teams |
| Shapes the Music           | Defines the Ultimate Goal     |
| Guides the Ensemble        | Guides the Process            |
| Is always in charge        | Is always in charge           |



## TEAM PERFORMANCE

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The corporate leader should sharpen the team's skillset by attending an orchestra rehearsal or performance. Attend, observe, take notes and watch for the non-verbal elements that separate good from excellent – passionate from ordinary-acceptable to exciting. The exceptional leader takes a group of individuals and inspires them to become more than they could be – a high-performance team!

*Fine*

### ***Hugh Ballou, The Transformational Leadership Strategist***

*Hugh Ballou orchestrates success with transformational leaders worldwide with his unique and practical leadership skills developed in over 40 years of working as a conductor of orchestras and choirs.*

*The skillset of planning for success, constructing powerful goals, and delegating with authority are consistent themes where many leaders underperform.*

*Ballou's unique ability in inspire and motivate events in the most difficult of audiences has made him an expert in the field of Transformational Leadership. Transformational Leaders build strong leaders on teams that are motivated, focused, and highly effective in setting and implementing powerful goals.*

#### ***Read Ballou's Blog:***

<http://transformationalstrategist.com>

#### ***More about Hugh Ballou:***

<http://www.hughballou.com>



Leadership coach Hugh Ballou spent the first 40 years of his career with his back to the audience

***"We must all wage an intense, lifelong battle against the constant downward pull. If we relax, the bugs and weeds of negativity will move into the garden and take away everything of value."***

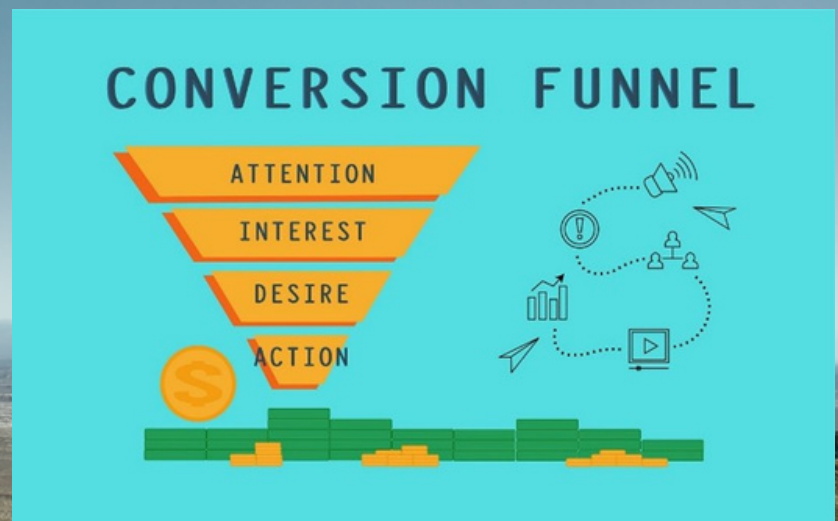
- Jim Rohn



## A simple illustration of a wooden stool. The stool has a round, flat top with a light brown, textured surface. It is supported by three thick, slightly curved legs that also have a textured, wood-like appearance. The entire stool is set against a solid blue background.

**continued on page 7**

Numbers 6:24-26



A



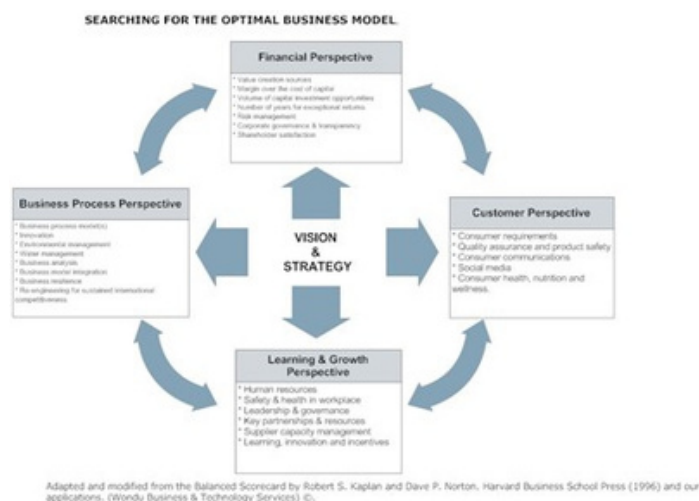


Finance happens to be about cash flow, debt service, revenue generation, investment, loans, interest earned, interest paid, profit and loss, and the balance sheet. Managing the money

effectively in all aspects of the business generates a profit large enough to pay all the bills, set some aside for future needs (capital reserves), and take the owner's share of earnings as the reward for working so diligently.

Your three-legged stool may sometimes feel off-kilter, or the legs don't seem to sit flat on the floor. The stool you might have can be used to help with chores, like the patch of color and vitality you might have in your yard.

Of course, it's not all roses and sunflowers; there are weeds continually popping up. No one has the perfect growth pattern in their business. Just like your home garden, it's never perfect. Some days you have to water and feed; other days, you have to pull weeds. Sometimes you even have to change out a plant that doesn't belong. But the goal remains the same, regardless. You seek a beautiful, bountiful harvest.



Business is just like the garden, the stool you use to tend it is held steady by its three legs. If one sinks in

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in wet soil, you're lopsided and have to adjust. The stool won't sit undisturbed if the ground is too hard and lumpy. And, if you rely on sitting on the stool and reaching the weeds in the back of the patch, you might fall from it.

Remember, you have to pay attention to operations, finance, and marketing/sales concurrently, or your harvest will be lacking in abundance.

If you want to improve operations, perhaps a team of experts or consultants can be brought in for a complete audit of what needs improvement. You can review each segment of the business by team leaders working cross-auditing departments to get a fresh set of eyes on things. Sometimes being so close, it is difficult to see something glaring and requires repair.

The same thing goes for financial management. Your CPA, banker, and financial advisor can all audit your books to find pockets of waste, missed opportunities, or new revenue streams worth taking advantage of.

Marketing and sales are a beast all their own. Small business owners are often reluctant to be directly involved due to the lack of expertise and the level of risk necessary to invest in marketing and advertising without any trust if it produces a return.

Are you having any marketing/sales, operations, or financial concerns? Need professional counsel?

**NOTE:** If you qualify, here's my gift to you. Apply for a **FREE four-hour consultation**, and we'll discuss your entire business from stem to stern, front to back. You might be able to kick off the New Year with a brand-new plan to excel.

I can only accept one per week because of the tremendous value (\$3200) of my time. AND, there are only 4 spots for May, and 4 for June.

Reach out via email at: [davidjdunworth@gmail.com](mailto:davidjdunworth@gmail.com)





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## Hugh's Favorite Recipes: Mom's Moist Banana Bread

### Recipe

Servings: 2 - 6

Prep Time: 10 Minutes

Total Time: 60 Minutes

### INGREDIENTS

- 1/2 cup butter, softened
- 1/2 cup sugar
- 1/4 cup brown sugar/maple syrup
- 1 egg
- 2 tsp. vanilla
- 2 cups all-purpose flour
- 2 tsp. baking powder
- 1/2 tsp. baking soda
- 1 tsp. cinnamon
- 1/4 tsp. salt
- 1 cup mashed banana (about 2 very ripe bananas)
- 4 Tbsp. buttermilk
- 1/2 cup walnut pieces

### DIRECTIONS

1. Preheat oven to 375 degrees. Spray a 9x5" loaf pan with nonstick surface or two smaller loaf pans and cut the cooking time by 20%. Cream butter with 1/2 cup sugar and brown sugar until light and fluffy. (If you choose the maple syrup option, then add the syrup after creaming the sugar and other ingredients.) Add egg and vanilla and beat well. Sift flour with baking powder, cinnamon, baking soda, and salt. Mix banana with the buttermilk in small bowl. **Note:** the riper the bananas, the better!
2. Add flour alternately with the banana/buttermilk mixture to the butter mixture, stirring after each addition until smooth. Pour batter into prepared pan. Combine 1/2 tsp. cinnamon with 2 Tbsp. sugar, mix well, and sprinkle over batter. Finally add the walnut pieces.
3. Bake in 375° oven for 45 minutes to one hour. Remove banana bread from oven, then remove from pan and cool on a wire rack. Serve hot with butter and milk. Yum!

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## Keeping Donors Tuned In

One of the worst mistakes nonprofits and NGOs of all types make is solely focused on new donors. Sure, they are the lifeblood of your sustainability and capacity building, but it takes much, much more.

Obsessing over new donors create certainty that you'll never stop the turnstile from spinning toward the exit.

If your goal is to attract only checkbook donors, I guess that might work for a while, but wouldn't you have loyal, raving fans supporting your mission?

Donors will vote with their feet (and checkbooks) if their emotional and spiritual needs are not being met by your communications style. If the only time a donor hears from you is fundraise seasons, you will ultimately lose their interest, and the cycle of donor replacement ensues.

Businesses that experience consistent growth know that unless INTERNAL marketing become routine and scheduled.

## THE CONTENT CALENDAR

You more than likely operate a fundraising campaign calendar, and you might even have a written social media campaign schedule.

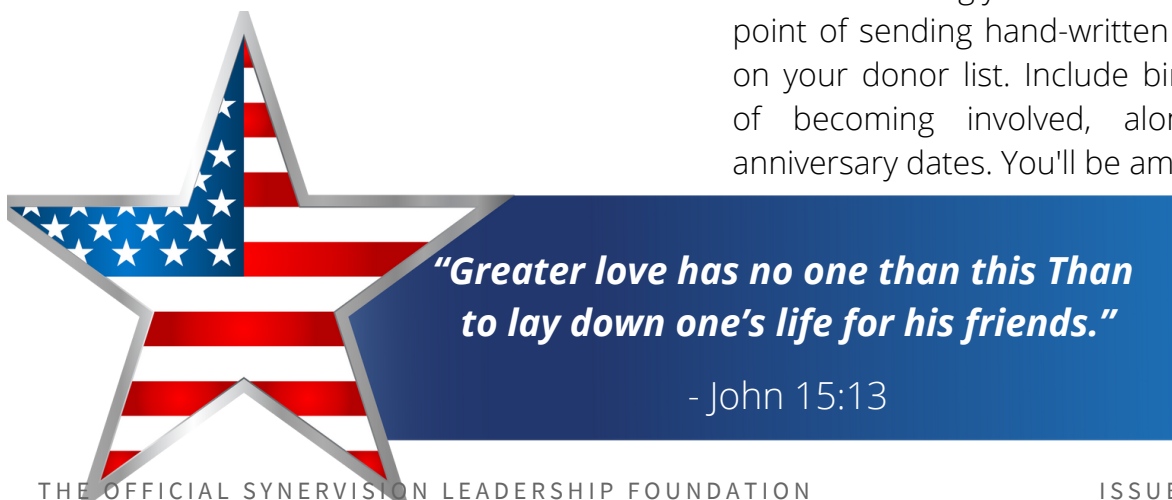
What you may or may not have as part of your operational plan are comprehensive internal and external marketing strategies.

Board, Committees, Chief of Volunteers as well as Donors need to be kept informed, enlisted in the success of the mission, and celebrated often. By creating formalized "internal marketing" content is vital to ensuring nurturing of these important stakeholders keeps them tuned in to what's really happening in the work your organization is attempting to achieve.

So get serious about marketing to those you've already captured, and keep them. Celebrating them is paramount to making them feel part of the overall effort, which leads to long-term support and accomplishment.

Your communications strategies will over time become the first and most important tasks the administration and leadership must perform.

Here's a strongly worded suggestion: Make a point of sending hand-written notes to everyone on your donor list. Include birthday, anniversary of becoming involved, along with wedding anniversary dates. You'll be amazed at the results.





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## Memorial Day Traditions: 10 Powerful Traditions to Show Pride



### 1. See a Former Battlefield

There are plenty of former battlefields from wars such as St. Gettysburg in North Virginia and Pennsylvania. Since the Civil War, there have been many battlefields along the East Coast, where soldiers have fought hard to defend our country.

### 2. Tune in to a Memorial Day Concert

Every year, networks such as NPR and PBS will broadcast the Memorial Day concert near the US Capitol. Although the concert includes a lot of music, it pays tribute to the men and women who have fallen but fought valiantly to help make our country what it is today.

### 3. Attend a Memorial Day Parade

There are parades where you'll find veterans marching to show off their pride. Take your children and have a great time with the veterans. I'm sure you'll put a big smile on the veteran's face.

### 4. Take Part in a Memorial Service

Veterans will usually plan memorial service events for other veterans' families, friends, and the general public during this holiday. They always welcome new guests, so don't be afraid to stop in!

### 5. Raise an American Flag

One easy way to show your respect for veterans is to raise your American flag. This flag symbolizes what they have fought to maintain and earn our freedom. The flag should stay in half past noon position since it's the tradition.

### 6. Visit a Veteran's Home

Following the great Civil War, there was a substantial quantity of disabled and incapable veterans unable to make it back to their jobs or couldn't take care of themselves due to their health condition. Given what they have done for our country, it's the least that we can do. As citizens of America, we can visit them to help them feel comfortable. Make sure you let them know that they are not forgotten.

### 7. Share a Picture of a Fallen Military Personnel or Solder on Social Media

Share a picture on social media of a veteran you either know or a story you've heard to help their legacy live on. After all, Memorial Day is for remembering these soldiers who have helped our country.

### 8. Go to a Nearby Veteran's Cemetery

Typically graves are maintained by a veteran's family members. However, if they no longer have living relatives, then the burden is taken by various veteran groups in the local area. Help them out by dropping in with some fresh flowers to beautify their graves.

### 9. Hoist an MIA or POW Flag

Try to raise the POW or MIA flag as this serves as a reminder about the sacrifices of these soldiers and the loss of their family members. According to Department of Defense, there are a whopping 83,000 Americans who have fallen or went missing from the Korean War, Vietnam War, Cold War, World War II, and the 1991 Gulf War.

### 10. Have a Moment of Silence

Sadly, most people use Memorial Day as a way to get drunk and eat burgers. However, in 2000, Congress passed an act called the National Moment of Remembrance. With this act, it helps to honor troops. On Memorial Day at 3 p.m. all Americans will pause and think about the fall soldiers. It's a great way to remember and keep these soldiers in our hearts.



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