

**HAPPY FATHERS DAY!**



## UPDATES JUNE '22

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## The Top 4 Reasons to Apply for Membership

- 1. To minimize the risk of failure***
- 2. To create a plan to attract funding and engage the community***
- 3. To connect with peers for collaboration and support***
- 4. To have immediately implementable tools and systems to install in your organization***

**[CLICK HERE TO APPLY](#)**



## Listening as a Top Leadership Skill

By Hugh Ballou

Doug Lawrence has written a blog titled **7 Questions for your worship point person...** at Church Central While reading the post I realized that it is of paramount importance. Of all the leadership skills important to the Transformational Leader, listening is certainly on the top of that list! This is not passive, uninvolved listening. This is active listening.

Have you ever been in a conversation and realized that the person you are talking to is thinking about their response and is really not listening to you? Do not be guilty of this yourself. You don't have to respond immediately once the other person stops talking. In fact, leaving a moment of silence lets the person talking know that you listened and are thinking about what was said. The moment of silence can be a validation that you have listened.

One of the important traits of Transformational Leadership is being authentic. If you are not aware of what others on your team are thinking, then how can you be an effective leader? Another Transformational Leadership trait is building leaders on teams. Building leadership skills is a key to delegation. If there are good communication standards, then there can be minimal conflict in the workplace due to misunderstanding or missing information.

A clear vision is followed by clear goals and a solid communication plan. Communication consists of two functions: 1) Delivery and 2) Reception.



Nobody talks about Jesus' miracle of having 12 close friends in his 30s

### On the Lighter Side

**Q: Hey Dad, have you seen my sunglasses?**

**A. No, but have you seen my Dad Glasses?**

**Son: "Dad, I don't think you're cut out to be a mime."**

**Dad: "Was it something I said?" "Yes"**

**"If you don't know what Introspection is, you had better take a long, hard look at yourself!"**

**Dad: Doctor, I have this headache and feel lousy.**

**Doctor checked his ear and found money, after pulling and pulling, came out with \$1999.00**

**Doc: No wonder you're not feeling too grand.**

We must be aware of our words when speaking. There is power in the choice of words. The wrong choice of words will communicate a different message than intended, so choose the words for communicating very carefully. Along with the choice of words come the other factors in communication – the inflection in the voice, the physical stance and posture, and certainly the pace of the conversation. Do not be afraid of silence. Silence in a conversation can give clarity.

As an effective Transformational Leader be aware that there are important elements in every communication. Be active in listening. Be careful in your choice of words. Be present in the conversation – physically (look at the person), emotionally (focus on the intent of the conversation without emotional baggage), and mentally (give the other person your full attention without distraction).

Effective listening is a basic element effective leadership.



# Get Your Story Straight Once and For All

*Everything begins with a story*



Do you want to know why you need to get your story straight? Good. For once and for all. People need to know who you are, for what you stand, and why they should trust and respect you. Don't hide it. If you don't know exactly who you are and why this is important, you are in murky water, and it's getting more mucky, and deeper.

Your story is unique to you. No one else has the unique life experiences that you have encountered. Buried in your self-talk lies your genius, your special gift. I believe that every person ever born was endowed with a special gift for the world, unique only to them.

The challenge? A great deal of people give credence and control of their inner dialogue to dominate their thinking. They can never reach the point of self-discovery and unearth who they are truly here by doing so. Also, they will never realize what their REAL gift is. They'll never get to make the impact on the world their Creator intended.

The gift to the world you have allowed to be buried deep in the back of your mind has kept or is keeping from everyone is your true gift, your genius.

We all carry baggage. It's figuring out what

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## *Missed Any Episodes?*

ENDING HUMAN TRAFFICKING  
THROUGH COMMUNITY  
AWARENESS

AN EDUCATION PATH TO  
A BRILLIANT FUTURE

STOP THE NONPROFIT  
BOARD BLAME GAME

MEDIA POWER FOR  
NONPROFIT ORGANIZATIONS



## A NEW HOLIDAY IN JUNE!

**Juneteenth** is a holiday commemorating the end of slavery in the United States. It is also called Emancipation Day or Juneteenth Independence Day. The name "Juneteenth" references the date of the holiday, combining the words "June" and "nineteenth."





## 10 Signs of Institutional Quality

1. The leaders are professional communicators, responsive via email, well-spoken, and clear with their messaging.
2. The leaders can take tough questions without a flinch. They don't appear stressed during the discussion of a deal opportunity.
3. The company's strategy is not only unique but is described in a concise fashion right upon the first review of their materials.
4. The follow-up from the group is politely persistent. They find ways to educate and add value first.
5. They subtly show that their assumptions are conservative and that they plan to blow past those with their actual performance on the opportunity. The more 50 million-plus net worth families I work with, the more I see that these are the attributes of the people who get 10x more done than everyone else in our industry.
6. The group is smart enough to know if they need an NDA, not to request it too early before being able to share anything at all.
7. The offering has a formal 12 to 19-page pitch deck and a one-pager teaser on the opportunity.
8. The brand is polished, institutional, professional, and does not look like 1990s clip art. There is no lack of a logo or brand messaging.
9. The team has standardized headshots of each professional with full-time focused team members with a depth of experience in this space.
10. They may be direct and candid, but also successful enough to be polite, kind, and pleasant to work with.

***"The proud person always wants to do the right thing, the great thing. But because he wants to do it in his own strength he is fighting not with man but with God."***

*- Soren A. Kierkegaard*





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lessons you learned from them that formulate your purpose.

As for me, I had a very turbulent childhood. From a small child I felt as though I was of little to no value, no purpose of being. My father was abusive, and my mother an enabler. At that time I hated my father.

However, the time I spent with my grandfather and grandmother had an extremely positive effect on my overall character. It was through my relationship with them that instilled a sense of "love and security" when I needed it most. I miss them dearly. It's too bad they got me so late in my childhood, or things might have been different.

My damaged childhood beliefs created an angry person who walked around with a chip on his shoulder. All through school, college, the military I took that *"I'm not a nobody, and I'll prove it"* attitude into my personal and professional life. I was a misguided and angry person dressed up to be wonder-man. And I believed it.

Thank God for my grandparents or I probably wouldn't be alive to tell this story. But my summers with them wasn't enough of a correction of my warped personality. that didn't negate all the negative I held within.

Eight years in the military didn't change me either. I had a great career which led me to the public world. I remained inscrutably successful.

It got to the point that I believed more in my own abilities and nearly forgot about God just to spite my father and mother. That's where the tide turned. I thought I was bulletproof. I failed to listen to God, and relied only on numero uno.

As a businessperson, I was impervious to failure. Everything I touched turned to gold.

I was on top of the world at everything I endeavored. I was also a workaholic, which led to more poor decisions than good ones over time. I was arrogant, over-confident, self-absorbed, and pissed off, but highly paid executive.

I told myself *"it's for my family"* but I knew I was lying to myself. I was out to prove myself and the world I had value. That I wasn't a nobody.

The harder I worked the more successful I became. After twenty years in the private club setting, I decided I could not fail at anything, and switched careers. *"It was time to get bigger and better,"* and other lies I was telling to myself further exacerbated matters. This was also time when God made a correction in my "me only" mental state.

The next fifteen years were nothing but a series of failures, anger, and self-loathing. I went from hero to zero.

Do you see where this is heading? The self-limiting beliefs of low self-esteem, having no value or purpose blaming someone else isn't ever going to help you. Look inward and ask the Creator of the Universe for forgiveness and wisdom.

I also prayed for forgiveness by my poor feelings of my parents. Honor thy Father and Mother. They only knew what they knew.

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**DATES JUNE '22**

## Is Your Nonprofit Brand Sticky?



One of the greatest failures small nonprofits and NGOs face today is not that they don't offer quality or value, it's that their brand is not sticky enough. Being a brand that is truly memorable, top of mind, you know, being a sticky brand can make all the difference in the world.

Sticky Brands like Apple®, Coke®, Shell Oil®, Mercedes Benz® and many, many others possess tremendous reputations, they command a large market share in their niche, and memorable product quality. These brands continue to dominate their respective markets for these types of reasons. That is to say, they generate predictable monthly revenue because they are sticky. Consumers stick with them as raving fans, devoted advocates. Does your brand carry all of these qualities to be sticky?

But these examples are corporations with huge marketing and PR budgets. How can the autonomous entrepreneur compare to these behemoths?

One could develop a full-scale marketing blitz and sustain it for years on end. That is if one has the wherewithal to make it so.

Or one could take a much simpler approach to success and sustainability via a membership program. Subscription services create predictable revenue as long as the devotee remains positive and actively engaged.

Monthly or quarterly revenues are built a couple different ways. One model is to charge by the period of time, say monthly, quarterly, or annually. These might require contracting with the prospective subscriber for the period with interval payments auto-deducted from their credit card or bank account.

One could operate on a pay as you go model, whereby the subscriber can cancel their membership at any given time. Either way, the value proposition must always exceed expectations. The best way to do that is to settle for nothing short of outrageous in your offerings and provide Unexpected Extras of real value from time to time.



Let's face facts. Nonprofits and NGOs have very small, if not any marketing budget, other their donor campaign funding.

The least expensive yet most effective means by growing donors is by way of referral. How's your referral program producing?

The reason most donors don't renew is they are generally taken for granted. Campaigns are constantly seeking donors as a result.

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## A Little Professional Help From Over Yonder

13 DONOR RETENTION  
EMAIL TEMPLATES

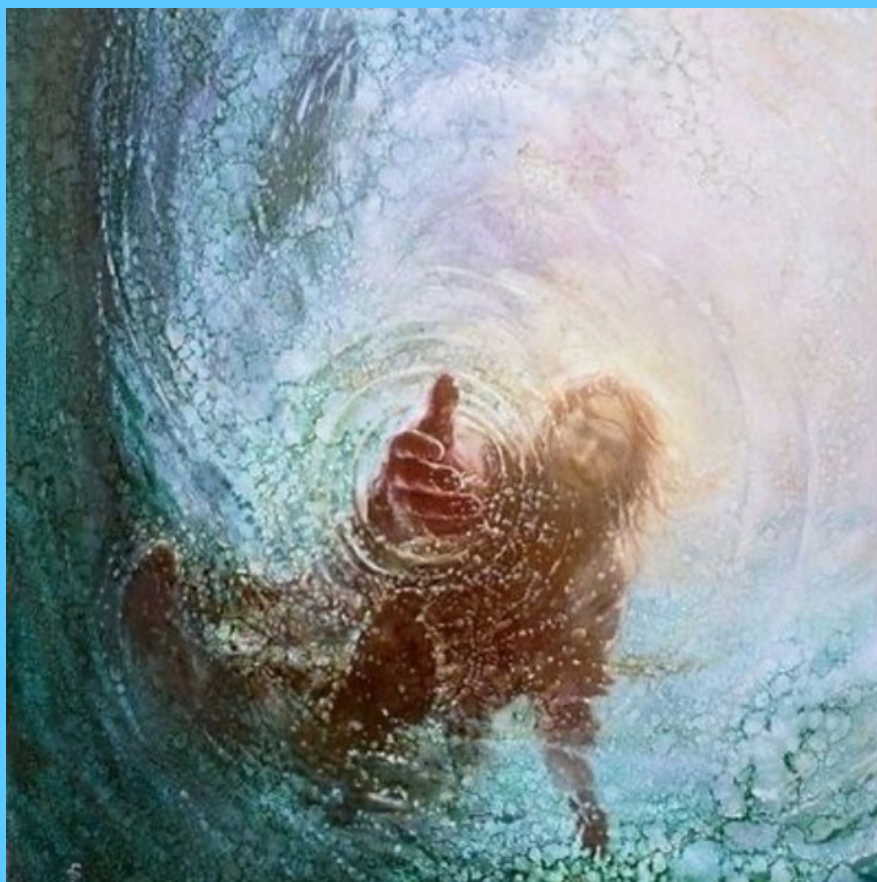


Here is some help on which was alluded in this month's article on sticky brand.

Produced by our friends in the UK, Classy produces some pretty good stuff that just about anyone can utilize.

Simply click the image of the guide and receive an instant download.

UPDATES JUNE '22



## Ever Feel Like You're Drowning?

In my story within this month's UPDATES, I did feel like I was drowning. As I sunk deeper and deeper into depression, anxiety, guilt, despair, I prayed.

I came across this picture just recently but it reminded me of my past situation.

Have you ever felt as though you were at the bottom of a lake but couldn't swim up to the surface?

Take a moment to reflect on how this image may have or is affecting your outlook on life now, or a memory nearly forgotten. Reach for His hand.

- David James Dunworth





## It all begins with a story



Hubris led me to change careers into real estate investing. I had the money to play the high-stakes game, but I didn't have the expertise. I was naïve enough to put my faith in someone I should not have trusted, instead of God.

Within 22 months, I was flat broke and deep in debt.

That *"it wasn't my fault"* attitude that I possessed were the attitudes of my younger days; placed there by someone I trusted was totally destructive. I needed to take responsibility.

What is my point to sharing my story? It's this. It took me to hit rock bottom in order for me to learn some lessons. Those lessons were:

- When you rely on your own hubris rather than The Higher Power you are bound to failure
- Mere mortals cannot outsmart God
- Not all people are trustworthy even if they claim to be
- People only do what they think is the right based on their individual learned behaviors or circumstances
- It isn't wise to take that high of risk by getting into something without expertise at a level which mitigates risk
- Just because you think you can do something doesn't mean you can

- If you wander into the woods without the experience to fend for oneself, you'll get lost and eaten by lions when you least expect
- You need the support of those closest to you in good times and the not so good ones
- Don't put all your eggs in one basket when you aren't the one holding it
- There is a world full of people that live in squalor and would be delighted to have someone pay attention to their plight
- I also learned that my negative self-worth was merely a mindset that needed correction. Having spent three months in the cold was education enough to learn that it took looking deep inside and being honest with the world and myself.
- I searched and found God once again, praying for forgiveness and begging for help.



And the only way out of that hole called despair and depression was to pull myself out of it with a different, humble attitude. I repeated that when I placed my faith and trust (and loads of money) in another person I thought was honest. I allowed my arrogance and enlarged ego to make bad decisions rather than focusing on my faith and family. Prayer and more prayer made me a different person.

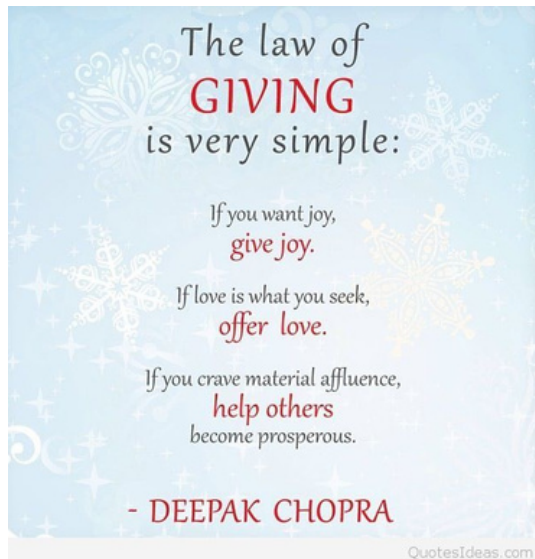
It's been almost thirty years since being Born Again.

I now operate with a sense of giving, serving, and thanking Jesus daily. I use my talents to help others, and in doing so, I'm improving myself.

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## It begins with a story



Sure, I make a small living doing so. Everyone has a right to eat, shelter, and to survive. But the vast majority of my time, talent, and treasure is in serving others. I'm learning that the more I give to others, the better my sense of well-being has become.

It's no longer about the money; it's about using my genius – my heart-centered belief in those less fortunate and giving them a hand up, not a handout.

Determine your story and identify your self-limiting beliefs. Go through a thought exercise to see where the root of your self-talk originates and break free from what might be holding you back. Although it is challenging to do on one's own and coaching or therapy might be called for, you can get to the root of who you are, and what your unique qualities are within that can be shared with others.

- David James Dunworth



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## Is Your Brand Sticky?

One could develop a full-scale marketing blitz and sustain it for years on end. That is if one has the wherewithal to make it so. The nonprofits on our radar don't fall into that category.

Just because you called a nonprofit, you're still a business. the 501c3 allows you to be tax exempt, but you still need to create revenue streams. At SynerVision Leadership Foundation we teach 8 ways to create revenue streams.

One could take a much simpler approach to success and sustainability via a membership program. Subscription services create predictable revenue as long as the devotee remains positive and actively engaged. Monthly or quarterly revenues are built a couple different ways. One model is to charge by the period of time, say monthly, quarterly, or annually.

In the Bible it states ***"this we commanded you, that if any would not work, neither should he eat."***

Teach those taking advantage of your soup kitchen to help make a soup or something else to package and offer for sale. That would not only restore some dignity, but offset some of your expenses concurrently. Raising funds ideas have no limitations. Make your brand sticky.



UPDATES JUNE '22

# Hugh's Favorite Recipes: Fulfilling Frittata

## Recipe

Servings: 2

Prep Time: 10 Minutes

Total Time: 25 Minutes

## INGREDIENTS

- 1 Glass Dry White Wine
- Large Eggs
- 3 tbs. Extra Virgin Olive Oil
- 1 Large Sweet Onion
- 2 Cloves of Garlic, Minced
- 16 oz. Mushrooms, Sliced
- 3 tbs, Heavy Cream
- 8 oz. Broccoli, Chunked
- 1 Russet Potato
- 8 oz. Spinach
- 8 oz. Grated Cheddar Cheese
- Salt and Pepper to Taste
- 9 Grain Bread, Toasted with Butter, or Jam
- Alternatives: Add or Substitute any or all of the following as desired:  
Red Bell Pepper, Basil, Asparagus, Shallot, Peas, Scallions, Diced Tomatoes



## DIRECTIONS

1. Spray a 10" Cast Iron Skillet with Olive Oil (to prevent sticking).
2. Cut the veggies and mince the garlic.
3. Cut the potato into small chunks and bake until soft
4. Beat the eggs with the heavy cream and stir in 6 oz. of graded cheese
5. Sauté the onions over medium heat in the olive oil until clear
6. Add the mushrooms, stir until soft
7. Add the broccoli, peppers, peas, etc. as desired
8. Add the softened potato
9. Add the spinach and stir until wilted
10. Add the eggs to cover the veggies
11. Turn the heat to low and cook 5 minutes or until the eggs start to get firm
12. Place the skillet into the oven at 350° and cook until the eggs are fully firm
13. Add the remaining cheese to the top of the frittata and cook until just melted
14. Serve while hot – you might want a second glass of wine to celebrate

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