

August 24th is National  
WAFFLE DAY!



## UPDATES AUGUST '22

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August 17th is National  
Nonprofit Day!





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*Supercharge Your  
Success*  
Join the Community  
<http://NonprofitCommunity.org>

- Learn
- Collaborate
- Network

We achieve  
more together

*The Nonprofit Exchange*

*Missed Any Episodes?*

*Clergy Leadership Challenges*

*Why Shadow Spotting  
is Crucial*

*Use Children's Books to  
Raise Awareness*

*Celebrating 300 Episodes*

*Calling All Creatives!*

UPDATES NEEDS YOUR CONTRIBUTIONS TO  
SPICE UP OUR MONTHLY MESSAGING

*We Seek Guest Contributors*

- Articles - Pictures - Jokes,  
- Stories - News Items of Value!

Reach Out: [david@synervisionleadership.org](mailto:david@synervisionleadership.org)

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## *On the Lighter Side*

Q. What Was Forrest Gump's  
Email Password?

A. *1Forrest1*

Q. What Do You Call a  
Fake Noodle?

A. *An Impasta*

Q. What Kind of Tea is Hard  
to Swallow?

A. *Reality*

At One Time I Was Addicted to  
the Hokey Pokey

*But Then I Turned Myself Around*





***Obstacles are those frightful things  
you see when you take your eyes  
off your goal.***

**- Henry Ford**

## **Obstacles Become Opportunities**

by Hugh Ballou

So, it's not going as you planned? You are doing too much, and your team is accomplishing too little. The work is more intense, and the income is down. It's difficult to see anything but obstacles.

It might be time to reframe those obstacles and attempt to define a way forward. Those obstacles can become opportunities if you can rethink your strategy.

It's also time to rethink your own skill set, as well. To transform an organization or a team, it's important to begin that transformation with yourself. None of us can see our blind spots – hence, that name.



Let's do a situation analysis...

- Are the perceived obstacles really obstacles, or it is your mindset?
- Are you defining the problem accurately?
- Are you attempting to solve a problem before understanding what caused the problem?
- Is the market telling you that your concept needs to change?
- Are you too tied up with your own idea to admit that it's flawed?
- Is the obstacle the idea or the strategy (the vision or the tactics)?
- Is the obstacle defining the limit to your ability?
- Is it time to work on your own self-awareness and team management?

***"Don't wish it was easier, wish you were better. Don't wish for less problems, wish for more skills. Don't wish for less challenge, wish for more wisdom."***

**- Jim Rohn**



# SAVE THE DATE!



SynerVision Leadership Foundation  
Symposium - October 14, 2022  
Lynchburg, VA

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## You May Love What You Do, But It's Still A Business

*"Do what you love and you'll never have to work a day in your life"*

- Confucius

...is supposedly one of the truisms, but I disagree (at least a little bit).

I love what I do but I still have to make a living. What everyone does to afford goods and services, to have a roof over one's head is work - a business.

Whether one is creative like a painter, recording artist, comedian, author, or some other passion-based activity, eating regular meals is still a big part of our existence.

I don't want to throw a wet blanket on your hopes and dreams of a life of unadulterated joy and freedom, you have to treat what you do like a business. And, a big part of any business is marketing and sales. This goes for nonprofits, NGOs, and Clergy. The tactics might be different for each, but they all require ways to bring in the money.

Don't lose sight of the brutal truth. It takes money to live.

*"Summer afternoon, summer afternoon; to me those have always been the two most beautiful words in the English language."*

—Henry James



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### Obstacles Become Opportunities

Let's look at a basic problem-solving model. It works as follows:

1. Clearly define the problem (obstacle) and get feedback from your team – be very sure that you have defined the correct problem. Many times, leaders solve problems that are not problems. What is the obstacle keeping you from success, and is it clearly and accurately defined?
2. Identify ALL the parts of the problem setting up or causing the obstacle. Make a comprehensive list of everything that impacts the situation. This is the largest set of data. It's important to do this activity with the team members – after everyone has agreed on #1 to ensure that everyone sees the problem the same way. If the group is not comfortable with the word "Problem," consider using the topic header of "Pieces of the Puzzle."
3. Group the items created in #2. (I use storyboards and half sheets of letter-sized paper to create separate idea cards to place on a board sprayed with repositionable spray mount.) If you can, group (cluster) the cards together by topic or subject to get an idea of what you are really dealing with. This sets up defining a way

4. List potential solutions. Just list them without priority. Next, see if some of these ideas can be combined for strength or create a sequence of steps. In this process, you will gain perspective and be able to see opportunities emerge.

5. Create the final solution or sequence of steps to the solution. Get consensus from the group and set accountability mechanisms for the process going forward.

What I have defined is a process for separating feelings/emotions and moving to think. Many times, our emotions color our decisions and we can't make accurate judgments. Approach problems calmly and directly. Look at the facts and leave emotions aside. Anxiety spreads to everyone in any group.

As identified in the quote from Henry Ford, we see obstacles when we take our eyes off our goals. However, ignoring problems creates obstacles that can be threatening our success.

As the leader, you set the standard... obstacles are really opportunities in disguise.

**Hugh Ballou**

***The Transformational Leadership Strategist TM***





## 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*

**YES, I WANT TO JOIN**



**SAFETY FIRST**

You never know when a cat is packed with explosives.

ICANHASCHEEZBURGER.COM

*"It's always  
summer  
somewhere."*

*—Lilly Pulitzer*



# Those Dog Days of Summer

When this phrase was originally coined (Ancient Rome and Greece) the term referred to those hot, muggy days of late summer.

***"In Greece, it became known as the precursor of the unpleasantly hot phase of the summer."***

**- Wikipedia**

***The Romans continued to blame Sirius (Dog Star) for the heat of the season and attendant lethargy and diseases. In his Georgics, Vergil notes vintner's efforts to protect their work during the time "when the Dog-star cleaves the thirsty Ground"***

-





# Keeping Donors Tuned In

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One of the worst mistakes nonprofits and NGOs make is solely focusing on new donors.

Service organizations that rely on donors constantly search for the holy grail of charity or clergy work - donors. They forget the donors they have already convinced their participation is critical to helping others. Instead, they say thank you and move on to the next one, barely giving the existing donor attention.

What is strongly recommended is marketing - internal marketing.

What is internal marketing? Great question, but I think you can surmise it by considering a moment or two.

External marketing is the attraction of new donors, while internal marketing keeps them involved, interested, and encouraged to grow into the role of raving fan.

Informational content is the key to making things less stressful, less panic, more participation. By providing engaging content to Boards, Committees, Volunteers, and staff about what successes or shortcomings are being experienced of late, you'll find it easier to "enlist their support."

Don't mistake any diminishing check-book donors as failure on your part. What are far more valuable are additional engaged participants. They not only support the mission and vision financially and emotionally, they are mouthpieces to the larger community. The "raving fans" become an additional marketing force among their friends, family, associates, and employees.

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*"What can often seem like fairly simple, non-commercial questions can often start a journey that products and services can very much be a part of, and that's where informational content really does play an important role."*

- Zazzle Media

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I couldn't say it better myself. Content is still King, and informational content is the scepter and crown of said Monarch. Blogs, articles, social media posts, letters to those on whom you rely for both physical and financial support lets them know you care.

Make it more than just a newsletter. Unexpected Extras go a long way to spotlighting key members of the Board, Committee Chairs, Volunteers and Staff in a



## Keeping Donors Tuned In

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full-color brochure or special report, highlighting the above and beyond service to the cause, marking important dates like anniversaries, length of service, important events or milestones, and the like. That's on top of any monthly communications.

Hand-written notes are another communications piece of internal marketing on a one-to-one basis. One can never over-highlight someone's achievements. So spend 15 minutes a month to hand write to your very special stakeholders. It's not that intrusive to your capacity-building and sustainability objectives.

### Occam's Razor



***"If we do not transform our pain, we will most assuredly transmit it—usually to those closest to us: our family, our neighbors, our co-workers, and, invariably, the most vulnerable, our children."***

- Richard Rohr



## An Irish Airman Foresees His Death

I know that I shall meet my fate  
Somewhere among the clouds above;  
Those that I fight I do not hate  
Those that I guard I do not love;  
My country is Kiltartan Cross,  
My countrymen Kiltartan's poor,  
No likely end could bring them loss  
Or leave them happier than before.  
Nor law, nor duty bade me fight,  
Nor public man, nor cheering crowds,  
A lonely impulse of delight  
Drove to this tumult in the clouds;  
I balanced all, brought all to mind,  
The years to come seemed waste of breath,  
A waste of breath the years behind  
In balance with this life, this death.

- *W.B. Yeats*



# Which Marketing Strategy Works Best...

If you are involved in marketing and sales, which strategy works best for your particular situation? Or, can you employ more than one on a single transaction?



**Unique and Exclusive** – No fear of expressing why your (product or service) is better than anyone else. Your offering is not for everyone, or there is a very limited amount available, or both. This is the scarcity model, whichever approach you embark upon.

It might be your one-of-a-kind creation, or it might be an overly expensive Whizzbang unlike anything else on the market (think a Timex watch vs. a Patek Philippe—they both tell time). Be polite, sincere, and forthright.



**Fantasy and Wishful Desire** – Approaching the conversation already going on in their head. Seeking the good life, a comfortable retirement, luxury vacation, or any product or service that fits this criterion. Getting back to the watch example above, text

it's much more glamorous considering something fancy and elitist than the same ole, same ole.



## What Others Are Already Saying –

Social Proof is one of the great motivators and helps support the product or service offering. Whether you're selling a new mattress or an expensive bottle of wine, testimonials, published ratings, winning case studies, and customer reviews can make the difference.



## Painting a Picture of the Future –

Whether it's the joy of the person for whom the purchase is meant or the minds-eye vision of deep personal satisfaction, displaying or describing the future state of mind enables the purchaser to experience the projected outcome in advance. Fear of loss is a greater motivator than the advent of gain.

Some strategies work in tandem, while others can stand alone. Regardless of which, none base their position on price or fear.



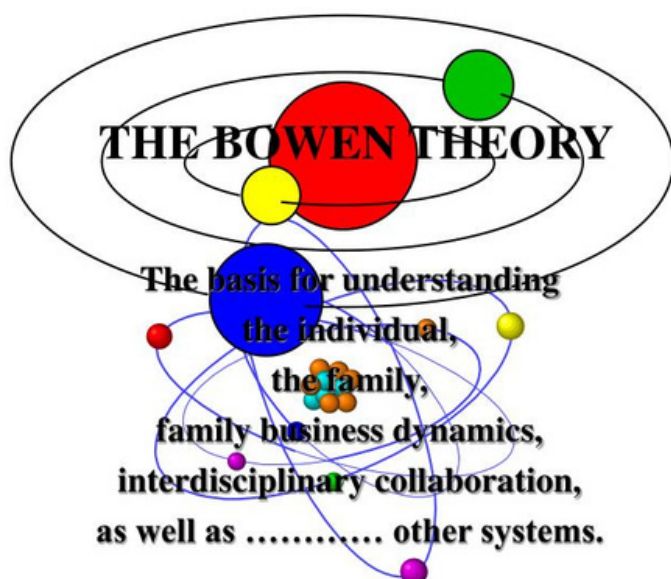
# Identify What Blocks a Leader's Success, Pt 1

This is part one of a two part article - Part two will appear in September

The effective Transformational Leader creates a culture of high-performing leaders, just as the musical conductor creates a high-performing ensemble. The leader, therefore, must learn to manage themselves. Bowen Systems is basically about the Differentiation of Self – managing self. This is the beginning of unblocking what we don't know might limit our effectiveness.

Unblocking ourselves starts with knowing ourselves. This two-part session is about knowing self through the work of Murray Bowen, who created a sound and relevant leadership system.

Here's the transcript:



These two sessions, and the following interview with Dr. Roberta Gilbert, are about the work of Murray Bowen, a psychiatrist. Murray Bowen had dedicated his life to the human cause, producing a remarkable new theory of human behavior: family systems theory, known as the Bowen theory.

The new theory has potential to replace most of Freudian theory and to radically change treatment approaches, not only in psychiatry, but in all of medicine. Potential applications of Bowen theory extend beyond the human family to non-family groups, including large organizations and society as a whole. I present this as a leadership concept. I am not presenting this as a psychiatrist or psychologist; I am presenting this as leadership methodology. Knowing yourself is the beginning of understanding where your blocks are and where your potential is.

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Here are the eight concepts of Bowen family systems:

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1) **Triangles.** When there are three people in a relationship, triangles are neither good nor bad. They

just are. Triangles sometimes have one person on the outside when the other two are firmly connected, causing tension. We are in triangle relationships and overlapping triangles with everybody in our culture, our family, our business, where we volunteer, and our friends. Looking at triangles, just observing the triangles, and understanding how those triangles function can change how you see what is going on.

2) **Differentiation of Self.** This is the basis of Bowen's theory: managing self. Firm grounding and personal guiding principles where a person does not depend on the approval of others for decisions. That is a hard one. I want people to like me; I am a pleaser. Since I have written my principles and the guiding principles for my organization, I have been able to function at a much higher level. Each person in a group's dynamic system thinks for themselves rather than opting into the group's will. That is what is called group thinks. Groupthink is not at all what consensus is. Consensus is accessing the best thinking of everybody in the group, the independent review, and then looking for the synergies of that thinking together—differentiation of self – a fundamental foundational concept of Bowen systems.

3) **Nuclear Family Emotional System.** The basic family unit is where we learn patterns of behavior. By observing our family, we learn about ourselves and gain abilities to understand other emotional systems. We are a product of our family. Our family shapes us—our basic concepts of how we should behave and make decisions come from our nuclear family.

4) **Family Projection Process.** We all inherit problems and strengths from our parents, who have projected their fears and hopes onto us. Observing these patterns frees us to be independent and function in our essential selves. This one was a game changer for me. I am grateful for what I inherited from my family. I am also an independent decision-maker. Therefore, knowing what I inherited allows me to have the freedom to make my own decisions.

5) **Multi-Generational Transmission Process.** Another “aha” moment for me. We all possess learned behaviors that have been taught to us knowingly and unknowingly through multiple generations. Response to these emotional triggers results in less differentiation of self. Observing these patterns allows us to make good decisions,

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staying true to our essential self. Oh my. Studying my family of origin, generations that I did not even know, revealed many things about myself. Understanding how these arrive in my being through DNA, through other ways – there is a spiritual transmission, I'm sure, and there is a physical DNA transmission.

**6) Emotional Cut-Off.** This is where we avoid or minimize contact with people with unresolved tension. Often we establish new relationships as a substitute for the same issues appearing over time. Meanwhile, the pressure continues with the original person, creating unresolved anxiety.

In part two, I will talk about some of the sub-themes of these eight concepts. Anxiety is one of those. That is contagious.

Emotional Cut-Off: sometimes, it is good to have space from someone. However, it is challenging to lead when somebody cuts off from us in our family, company, charity, church, or group—understand emotional cut-off and what is going on there.

**7) Sibling Position.** Ooh, this was an “aha.” I am the oldest brother of brothers. Bowen continues the research of Walter Tomlin on the patterns of sibling position. Being aware of our position, as well as the position of

Emotional Cut-Off: sometimes it is good to have space from someone. However, when somebody cuts off from us in our family, our company, our charity, our church, our group, it is really difficult to lead. Understanding emotional cut-off and what is really going on there.

**7) Sibling Position.** Ooh, this was an “aha.” I am the oldest brother of brothers. Bowen continues the research of Walter Tomlin on the patterns of sibling position. Being aware of our position, as well as the position of others in our emotional systems. We show up as we showed up in our family. I show up as the older brother of brothers. I am pretty much out there, making the rules and leading because of that position. That is just knowing myself.

**8) Societal Regression,** societal emotional process. There are parallel patterns in society and family systems. Observing these patterns of regression and progression can inform us about our personal relationship patterns in families and organizations in general. Being aware of what goes on in society around us and how it moves through the ages is very informative.

Now here are some resources if you are interested in learning more about Bowen systems. Georgetown University has the Bowen Center: [thebowencenter.org](http://thebowencenter.org).

(this article was shortened from its original publishing.)



# Tips for Crafting Direct Response Marketing Campaigns

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Crafting effective direct response marketing campaigns best occurs when your goals and objectives are clear and concise. Appropriately implemented, the following top four tips can make what seems ordinary extraordinary. But don't get caught up in your hubris. Follow these instructions, and you'll amaze yourself.

From clicking on a download link, signing up for your newsletter, or making a purchase, consider the following elements for all your DRM campaigns. Directing your target audience to perform a specific and critical action is the key to success in this realm.

**1. It starts with the headline. Capture their attention and hold it.** The headline MUST grab and hold the attention of the message recipient long enough to make them want to read the next line - often known as the hook. Each sentence thereafter has the same responsibility; keep them focused.

**2. DRM is Specific - why your solution is the only solution.** Remember, direct response marketing is not about you or your product or service - it's about your target audience(s) and their

needs/desires. It's not your brand, exposure into the market or anything other than what pain points your audience seeks relief from or is beneficial to them. DRM is about crafting a compelling situation that convinces your audience to take your clearly directive action.

**3. Craft your copy from the following perspective.** What benefits make your solution that is competition-free? Why should your audience choose your solution from every other provider, or IF they should select any at all? Your USP - unique selling proposition is paramount to standing head and shoulders above all competitors. Otherwise, you're just one of "those guys or gals." Be the Only Choice.

**4. People need to be told what to do.** Create clear and direct calls to action. After all, that's why you're reaching to them; to take action. Time is of the essence as your time with them is fleeting. Make your CTA clear, bold, and easy to follow.

Mobile ads can be confusing due to layout of the product, or over size of the message and action positioning, so clarity of the action-step must be paramount in your mind for the sake of your customers.



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**5. Create a Sense of Urgency.** I liken it to "*Fear of Loss is a Superior Motivator to the Advent of Gain.*" It's one of the base laws of economic theory. However, the "modern term is FOMO.

Concepts can be introduced into the message copy, such as "limited quantity," "Good for Three Days Only," or some other delimiter.

Statements such as "*the first twenty purchasers who act for the next 30-minutes will also receive a \$500 bonus - no exceptions or extensions*" are powerful motivators. Or, "*Only 15 copies remain, and after these, they're gone forever*" is another example of multiple delimiters-Time sensitivity, limited quantity, and FOMO.

In the end, DRM is the messaging style used to generate leads, customers, revenue, and action.

***The Gospel is not about being nice; it is about being honest and just, and the world doesn't like those two things very much. Our job is to learn how to be honest, but with love and respect. Dr. Martin Luther King, Jr. taught us that before we go out to witness for justice, we have to make sure that we can love and respect those with whom we disagree.***

**- Richard Rohr**



*If not  
now  
when?*



## Hugh's Favorite Recipes: Old Fashioned Chicken Noodle Soup

### RECIPE

Servings: 2

Prep Time: 10 Minutes

Total Time: 25 Minutes

### INGREDIENTS

- • 1 Baked Chicken
- • Bunch of Celery
- • 3 Carrots
- • 1 Onion (any kind)
- • Mushrooms
- • Garlic
- • Frozen Veggies
- • Poultry Seasoning (fresh sage, rosemary, thyme)
- • 4 Tbs Dry Sherry
- • 8 Cups Water
- • Some type of noodles
- • Glass of White Wine



### DIRECTIONS

1. Pour yourself the glass of white wine for drinking while cooking
2. Cut the backed chicken separating the meat from the bones
3. Use some of the chicken meat for a meal and save some for the soup
4. Fill a pot with the water with the chicken bones, celery, carrots, and onion
5. Bring to a boil, then reduce the heat to medium and cook for 4 hours
6. Strain out the solid pieces to end up with clear broth
7. Return the broth to the pot adding cut-up frozen veggies of your choice
8. Add the poultry seasoning and sherry and cook for 10-minutes
9. Add the noodles and chicken pieces with sautéed onion and mushrooms
10. Cook until noodles are done – around 10 minutes
11. Strain out the fresh herb poultry seasoning and add salt and pepper to taste
12. Serve with a sandwich or salad and garnish with parsley

### Potential Add-In:

For a variety, consider adding curry powder to a serving bowl.

**HUGH BALLOU: [hughballou.com](http://hughballou.com)**



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