



Dynamic Growth Strategies

WINTER 2012 NEWSLETTER AND UPDATES

In this issue:

- 2011 Thanks and Giving Luncheon
- Nonprofit Leadership Forum
- Setting Objectives, Not Objections
- Ethics Report 2011 Release
- Assessment Sale
- Updates and Announcements

Setting Objectives, Not Objections

Yep, it's that time again. Time to set annual objectives for the organization, departments, functions, and individuals. Time to clearly frame expectations so that when you discuss outcomes, objections are minimized. And time to write SMART objectives.

Specific--language should be clear, concise, and understandable; use action verbs

Measurable--you should be able to measure successful completion

Aligned--individual objectives should be aligned to departmental and organizational objectives thus creating line-of-sight for everyone; the objectives are relevant to the organization

Realistic--the objectives can be accomplished reasonably within the expectations

Timely--there is a time measurement associated with each

Yet, to stop at **SMART** is simply not enough. Once written, the objectives should be prioritized. Doing so clarifies their relative importance and provides a framework for each person to prioritize their ongoing work.

And remember, once set, objectives should be reviewed periodically for completion, relevance, and clarification (perhaps changing the scope or prioritization). How often this is done is dependent on the experience of the individual as well as what I like to call the 'natural rhythm' of your organization. By that I mean, some organizations (industries as well) have natural times for reviewing progress--end of a project, by semester, by major events, etc.

Your organization may also want to consider using a web-based performance management system. We've had great experience in helping organizations select, install, and train on such systems. We are a distributor for Taleo, Success Factors, and Halogen and we can help you choose which system meets your needs. Give us a call at 214-801-2708.

2011 Thanks and Giving Luncheon

Our annual Thanks and Giving Luncheon was held on November 18. This is our annual opportunity to say "Thanks" to our clients for the past year and for us to "Give" to several charities. The luncheon was held at Chamberlains's Fish Market and attended by 20 clients and guests. This tradition is now 8 years old and we look forward to the 2012 lunch.

This year the charities were chosen with the input of the clients. Those selected included:



Ann and Nate Levine Academy-- Levine Academy is about education and about teaching our students to become caring and compassionate people who will make a difference in tomorrow's world. In preparing students for such a journey, the school and all of its teachings rest on a solid foundation of Inspiration, Knowledge, and Character. David noted in presenting the award, in particular, the strong leadership of their Head of School Mark Stolovitsky. For more information, go to www.ssadallas.com.

Blondes vs. Brunettes Tackling Alzheimer's--Blondes vs. Brunettes Dallas is a powder-puff football game hosted for a day of fun, fellowship, philanthropy and enjoyment as a way of raising money for the Alzheimer's Association of Greater Dallas. BvB is a personal way for young professionals across the country to raise awareness and donations to help eradicate this grave disease. In getting to know them, David related that in just 4 years they have gone from \$0 to \$650,000! Their leadership and dedication is their hallmark for success. Check them out at www.bvbdallas.org.

PATH (People Attempting to Help)-- PATH's mission is to serve, through well-equipped volunteers, the economically disadvantaged people in Smith County with both emergency assistance and programs to empower and encourage them to become self-sufficient. They offer a wide-range of services and programs. David highlighted their Mentor Program for school children and directed the donation to this program on behalf of their Board Chairman Gary Avery. Learn more about them at www.pathhelps.org.

SPCA of Texas--The Society for the Prevention of Cruelty to Animals of Texas (SPCA of Texas) is the leading animal welfare agency in North Texas with two shelters and two spay/neuter clinics located in Dallas and McKinney, and serves as an active resource center providing an array of programs and services that bring people and animals together to enrich each others' lives. David noted that the SPCA was the 'people's choice' since it received the most votes. He also made the donation in the name of Gordon Sorensen, his business partner and coach, who has been a long-time SPCA supporter. The surprise came to Gordon, who had already matched the donation in the envelope. Learn more about them at www.sPCA.org.

Turtle Creek Chorale-- With over 150 singing members, the Chorale presents a full subscription concert series performing annually to live audiences in excess of 50,000. All members of the Chorale are dues paying volunteers who donate over 100,000 hours to rehearsals, service projects and as many as 50 benefit performances annually. This was the third consecutive year for them to receive an award. David noted

especially the leadership of their Board Chairman, Rev. Dawson Taylor, during the past year of transition for the chorale. For more information, go to www.turtlecreek.org.



Award recipients (L to R): Mark Stolovitsky (Levine Academy), Rev. Dawson Taylor (Turtle Creek Chorale, David, Erin Finegold (Blondes vs. Brunettes), Gary Avery (PATH), and Garrett Freund (SPCA).

Nonprofit Leadership Forum

Throughout 2011, you heard me talk about the new work I've been doing with nonprofit organizations. Now, we're launching a new program targeted to leaders of nonprofit organizations. This includes Executive Directors, CEOs, Directors, etc. The main focus of the program is to provide a forum for development, sharing of best practices, and a methodology for discussing challenges and ideas.

This program utilizes experiential activities, case studies, assessments, and group discussion to apply concepts to current situations.

A key element to the success of this program is the integration of group discussion focused on current issues and dilemmas faced by participants.

Program objectives include:

- Define, compare and contrast leadership and management.
- Identify and discuss perceptions, ideas, and outlook on leadership.
- Recognize what is important to you in a leader.
- Transform common management activities into leadership opportunities.
- Gain perspective on how you can contribute to a group's success now and in the future.
- Understand and implement strategies to demonstrate leadership with all stakeholders—from the Board to those served by the organization.



There are four group sessions and two individual sessions. During each group session, approximately half of the time is devoted to group discussion of current issues and ideas. Individual sessions focus on applying concepts and ideas for each participant.

Group sessions are 2½ hours each and held 11:30-2:00. All sessions will be in the greater Dallas metroplex area. The schedule is:

March 23
June 1
September 21
December 7

Individual sessions are 90 minutes each and will be scheduled during the Forum.

Cost is \$195, payable by the first session. And lunch is included!

For more information, click [here](#). Or just call or email us.

To register, click [here](#).

2011 National Ethics Report Released

Late 2011, the Ethics Resource Center released their biennial report. You may want to read my Implications for Leaders [blog](#) for a brief summary. Perhaps some of the more interesting findings surround the usage of social media as well as the implications from the long-term economic recovery. This report is an important part of our "Ethics: Going Away or Awry" program. Let us know if you're interested in the program.

To read the entire report (and download your free copy), click [here](#).



Our Annual
Short Month--
Big Sale

Updates and Announcements

Our Annual Assessment Sale will be held during the month of February. All assessments will be 15% off. This includes:

DiSC®, Time Mastery, Team Dimensions, Group Development Assessment, and all of the 360-degree feedback assessments such as Benchmarks™, 363®, and Skillscope™.

To order, call 214-801-2708 or email david@dynamicgrowthstrategies.com.



Save
the
Date

Assessments Training Workshop will be held again on June 7-8. This program includes an overview of assessments, including 360° feedback, and certifies you to use Inscape products (DiSC®, Team Dimensions, etc.) within your organization. More on this in our Spring Newsletter. Save the Date!

Our new partnership for nonprofits launched in January! Learn more about this exciting alliance with Barry Diamond and his Sandbar Group. Our website is <http://www.constellationconsultingalliance.com>

Blog www.thinkchangedo.com postings these past few months included:

"The Value of an Advisory Board"--a brief introduction regarding how trusted advisors can help an organization

"The Ethical Leader"—12 tips for leaders to ensure their actions and organizations are ethical

"2011 National Ethics Report: Implications for Leaders"-- what leaders can learn from the recent national report

To become a follower:

