



Learning Objectives

Leadership and Culture

- Learn your leadership style and how to apply your style in leading people towards achieving your mission.
- Know how to assess your organization's culture and be able to engineer the culture you want.

Person-Centered Practices

- Be able to assess the degree with which your organization is aligned with person-centered practices.
- Translate assessment results into concrete actions that lead to improved outcomes for the people you serve.

Strategic Thinking and Planning

- Know the difference between strategic thinking and strategic planning, and how and when to use them.
- Be able to apply strategic thinking with day-to-day activities as well as at the organizational and governmental levels.

Brand Management and Resource Development

- Understand how to define and maintain your organization's brand and grow brand awareness.
- Identify fundraising approaches that work best for your organization.

Budget Development and Strategic Use

- Understand the basic principles of non-profit budgeting.
- Identify budgetary safety valves and use other tools to effectively manage a budget.

Data Management and Decision Making

- Know how to identify key metrics for your organization's success.
- Be able to use these metrics to improve short-term and long-term decision making.

Performance Management and Staff Development

- Be able to use employee coaching and recognition to maximize performance and employee satisfaction.
- Know to address performance concerns in a caring and respectful manner that also protects the organization from lawsuits and unemployment claims.

Use of Power and System Advocacy

- Understand the dynamics of a publicly-funded service system, how decisions are made, and how you can influence these decisions.
- Be able to advocate for your agency, clients and staff in Illinois' political system.

Public Speaking

- Identify reasons leaders need to learn how to capture and maintain the audience's attention, and why most tips and tricks don't work.
- Demonstrate the ability to go beyond public speaking in front of groups to high-impact public speaking: conveying information with authority no matter the audience or dynamic.