

We will either drive change or else be the victim of change

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with michael brand



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Workshops And Seminars That Make A Difference



What do you need?...a one hour brown bag seminar?...a 90 minute conference breakout?.....a half day workshop or even a full day seminar. Michael will meet you need for content that gets your people thinking about how they can do their work *bigger, better, faster, cheaper*.

Guaranteed to get you thinking in new and creative ways. The idea for many of these offerings were born in conversations with nonprofit managers trying to find ways to boost performance without spending a lot more money. Evaluations prove that these interactive workshops will get you doing business differently.

Facilitation To Ensure Team Success

Very simply put, facilitation is helping a team accomplish its goals. There are a wide range of perspectives about the ideal nature and values of facilitation, much as there are a wide range of perspectives about leadership.

Whatever one's beliefs, the practice is best carried out by someone who has strong knowledge and skills regarding group dynamics and processes -- these are often referred to as process skills. Effective facilitation requires strong knowledge and skills about the particular topic or content that the group is addressing in order to reach its goals.



Focus Groups To Uncover Critical Information

A focus group is a form of qualitative research in which a small gathering of people are asked about their perceptions, opinions, beliefs and attitudes towards a product, service, concept. or idea. Questions are asked in a comfortable group setting where participants are free to talk with other group members. The best Focus Groups are run by skilled, experienced facilitators with special training in this powerful tool. But it is an investment that has paid off handsomely for those looking to get new perspective on their work and develop new solutions to age old problems.

Performance Coaching to Go From Good To Great

If you need to grow your leadership abilities, then Performance Coaching is a solution. Through Performance Coaching you or your staff will address the issues that are hindering performance. Michael works with scores of emerging and established leaders to dramatically increase both personal and organizational success. Coaching is confidential, convenient and cost-effective. Performance Coaching will give you a major competitive edge.



Speaking Engagements To Energize Your Audience

Energize your keynotes, meetings, conventions and seminars with Michael's compelling, inspirational speaking style. He brings practical, action-oriented insights to enhance your success in the workplace

Leadership

Creating The Enthusiastic Employee: *getting maximum results out of your most valuable resource*

Research shows 60% of our workforce is of the 'Take It Or Leave It' type. They are competent and reliable, but not enthusiastic about their work. This is a huge waste of talent as we are not tapping into their creativity and knowledge.

This session shows you what makes for a highly enthusiastic employee and what you can do to turn your staff from good to great.

How To Be A Great Board Member, Especially Now

In his writings over the years, Peter Drucker "the father of modern management" frequently asserted that the most underutilized resource in any nonprofit is the Board of Directors. We're good at recruiting and getting good people around the table, but are we getting the most out of their abilities, interests and connections?

This session is designed for governing board members and nonprofit managers to help maximize the enormous amount of talent already present in our communities. A high functioning governing Board increases fiscal stability, program efficiency and the positive impact upon community needs.

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Why Employees Don't Do What They're Supposed To Do: *and what to do about it*

People underestimate their capacity for change. There is never a right time to do a difficult thing. A leader's job is to help people have vision of their potential.

- John Porter

"My employee is simply an idiot! I told him what to do!" The manager in this case might want to take a step back and consider why people don't do what they're supposed to do. Unmet expectations lead to frustration, bitterness and recriminations. It need not be that way.

Managing Growth Transitions: *what successful organizations know about navigating growing pains*

Each year brings the creation of 30,000 to 60,000 new nonprofit organizations in the United States.....97% of them are gone in five years. Why?

Each stage of growth brings with it great possibilities for growth along with hidden traps for destruction. Understanding the hazards is as important as recognizing the opportunities. The ones who survive and thrive are those organizations with eyes wide open who understand and navigate the transitional stages from Birth to Maturity.

Built upon the multi-decade research of Ferdinand F. Fournies, this session explores some of the 16 reasons why staff or volunteers are not fulfilling expectations. Participants will learn that failure of employees to implement expected duties is primarily an issue of management rather than employee performance. In this session, participants will identify some of the major barriers in addition to tips for applying the learning for rapid progress.

Financing Your Efforts



Proving Your Program A Good Investment *The basics of ROI*

What is it that funders want to see....outcomes, outcomes, outcomes. But as times get leaner the successful nonprofit will also have to show the dollar value of those outcomes.....what did a unit of improvement cost? In this way, policy makers can decide where to send money in order to get the most bang for the buck. If you can't show this then you're at risk of getting left out.

In this session we'll help you take your measurable outcomes and align them with program costs. With some simple formulas you'll be able to show funders how a single dollar produces 3....5....even 15 dollars of value to the community.

Don't try to preserve what you were. It's now too late. Look instead to what you must be in ten years, and get there in five. And for the next two years, do whatever it takes to survive.

Michael Malone

How To Think About Sustainability

Sustainability is not limited to fundraising.

While fund development is a crucial part of all long range strategies, sustainability encompasses much more than the source of the next dollar. A true sustainability plan also includes strategies for getting more out of each dollar we have. Many opportunities exist through building new business partnerships as well as restructuring for efficiency. This can free up substantial resources that we can use to fund critical activities.

This session presents a clear framework for helping you think through all the elements that make up a successful sustainability plan.

Those organizations that develop the capacity to think strategically and produce comprehensive plans will certainly be in a much stronger position to survive the uncertainties of the current economic and public funding environment

You Can Measure Your Success: *The Four Levels Of Evaluation*

Adapted from three decades of research by Donald Kirkpatrick, Ph.D., who introduced a framework for evaluating programs, this introduction to Kirkpatrick's Four Levels of Evaluation allows human service professionals to answer the question, "What should we be measuring?" The session will cover:

1. Participant satisfaction in service
2. Knowledge transfer to participant as a result of service
3. Change in behavior in participant as a result of knowledge transfer
4. Impact upon community as a result of change in behavior of the participants

Great Programming

Diversity In Depth: *The new art of mobilizing inclusion*

For decades, the concept of diversity has embraced race, gender, ethnicity and most recently sexual orientation. Now leading thinkers are going deeper to document the competitive advantages gained from working with a broader understanding of diversity.

Organizations that expand their concepts of diversity are showing growth in staff retention, volunteer recruitment and fund development



Promoting and Sustaining Consumer Involvement: *we know what works*

One of the core tenants of Total Quality Management is that 'consumers define quality'. This philosophy was behind the push in the past three decades to get end users more involved in the design and delivery of our services. But the track record of consumer involvement in human services has been spotty at best. Thus we are missing out on key information that can help us produce better outcomes in our work. This session shows participants how to tap into the powerful information consumers bring to the planning and delivery process.

Introduction To Logic Models

Experts agree, creating Logic Models is an skill nonprofit managers must have in the coming decade.

This session offers instruction on creating rudimentary Logic Models for those who are new to the concept. The Logic Model is an effective way to explain to potential friends and funders what resources you have, what you are going to do and what impact you will have. This exercise is valuable to anyone at any level of organization as it aids in understanding the scope of your work.

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Great Family-School Partnerships: *The Essential Elements*

With the enormous financial pressures on federal, state and local budgets, the need for education organizations is only going to increase. Schools as well as Head Start and other Pre-K efforts will have to increase their effectiveness.

Countless studies demonstrate that students with parents actively involved in their education at home and school are more likely to earn higher grades and test scores, enroll in higher-level programs, graduate from high school, and go on to post-secondary education. Parent engagement is critical to creating the measurable outcomes that will attract funding

Productivity

Leading Meetings That Get Results:

The art of designing, organizing and running a great meeting



Your meetings are long and lethargic...they're wasting time and killing morale. You're trapped in seemingly endless sessions which produce no major decisions and no strategic directions. They are sucking the life out of your organization.

In the past 25 years, the average time managers spend in meetings has nearly doubled from 8.2 hours/wk to 16.1 hrs/wk. However, survey after survey documents that these same managers consider half of these meetings to be a totally unproductive....that's one entire workday lost each week!



The answer may be The Action Agenda. This seminar will introduce you to the Action Agenda format designed to keep a meeting focused upon the necessary decisions, discussions and actions. The Action Agenda is a powerful tool guaranteed not only to get more done, but also to increase attendance since people want to come to highly productive meetings.

Lighten Up: *adding energy to your meetings*

Meetings should add energy to your work....be motivating and increase enthusiasm.

However, research tells us that most volunteers, clients and staff consider meetings an energy drain. While content is critical, you can get your meetings off on the right foot with some short introductory activities.

This session provides information on some new ideas as well as time to practice one or two of the newest icebreakers and energizers. Great for bringing levity and life to your meetings.

Where Did The Money Go? *A framework for thinking about how we spend our resources*

One of the master intellects of the 20th Century, Nobel Laureate Milton Friedman, developed a framework for examining efficiency from the standpoint of the incentives that govern the use of resources, particularly money. His matrix considers two factors; *Who Pays The Costs? and Who Gets The Benefits?* This seminar will provide tools to understanding what drives spending decision within an organization. In addition, discussion will focus upon some creative strategies for developing incentives that can reduce costs while increasing both quality and quantity.

Avoiding Death By PowerPoint

One badly designed slide can cause you to lose an audience for good....one bad slide.

Eighty percent of PowerPoint presentations contain serious design flaws which lower the amount of information conveyed. 80% These flaws can be corrected with a little reflection.

This session covers the major Do's and Don'ts when crafting PowerPoint slides for your presentation. A handy checklist is provided so you can review your work before standing in front of a crowd.

One essential truth that has driven my choices for a while has been what Peter Drucker wrote about talent: figure out what you're good at and what you're bad at and spend all your time and resources getting better at what you're good at and don't spend any time or resources getting better at what you're bad at. Instead outsource all that crap like crazy (and it's always crap to you).

Thomas PM Barnett