MODEL
Coalescing a Community of Leaders
COALESCE A COMMUNITY OF LEADERS

A community of leaders—practitioners, funders, policymakers and instigators who believe that mission and performance are inextricably linked—comes together
PURSUE AUDACIOUS VISION

We imagine a social sector in which all nonprofits with the will to achieve greater impact have the strength and support to do so.
MISSION
By 2024, grow a larger, more engaged, and more inclusive community of Leap Ambassadors who are individually and collectively contributing to a more-effective social sector.

ASPIRATION
Convince social-sector leaders to invest in continuous improvement so nonprofits can achieve more meaningful, measurable, and financially sustainable results.
GUIDING PRINCIPLES

+ PERFORMANCE-DRIVEN
  Mission and performance are inextricably linked. High performance is an essential prerequisite to delivering meaningful and lasting results for the people and causes we serve and ensuring a more just and sustainable world.

+ RELENTLESS
  High performance is a long, obstacle-filled journey. Direction and continuous improvement are more important than distance.

+ POWER OF COMMUNITY
  Shifting mindsets toward high performance starts with the doers and believers—and expands to those who are pre-disposed or open.

+ RELATIONSHIPS
  Trusted relationships are the essential connective tissue of community.

+ OPEN MINDS
  How we engage is as important as what we produce—we intentionally seek diverse perspectives and expertise and value an open and transparent environment, in which we share successes, challenges, and obstacles with candor.

+ RESPECT
  We respect present and past leaders who have worked tirelessly to advance high performance within their organizations and throughout the social and public sectors; we seek collaboration, not competition.
STRATEGY FOR GREATER SOCIETAL IMPACT

To achieve our shared vision and purpose, the community:

Encourages each ambassador to:
• Demonstrate high performance within their organizations and their various other leadership roles
• Influence change by spreading the “performance matters” message—that mission and performance are inextricably linked

Provides a venue to learn from and support each other

Taps our collective knowledge of the community to develop positions, works, and campaigns to influence the field

Advances the work of others aligned to our vision and purpose

Grows gradually to a critical mass, earning the respect of the field as a thoughtful community of leaders and exerting meaningful influence
START WITH “EARLY ADOPTERS”

A small cadre of leaders (“ambassadors”) who passionately believes that “performance matters” form the nucleus of expanding concentric circles.

- 50,000 nonprofits serving children and families, with budgets > $3M
- 1.5 million nonprofits in America

Elements of our work can apply to nonprofits and public agencies, big and small.
Coalesce and learn from early adopters—the doers (and believers)

Community and its influence will grow with doers, then expand to the pre-disposed, open, and willing. Leaders coming onboard as ambassadors strongly align with community vision and purpose.
ASSUME “SLOW IDEA” ADOPTION

- **Early adoption** tracks to first two stages of innovation adoption curve

- **Long-term adoption** diverges to a gradual adoption rate
  - Requires slow, meaningful, sustainable progress
  - No “inflection point” to cross the chasm
  - No “tipping point” for exponential growth
Advancing this “slow idea” is akin to an Ironman competition—long and difficult with multiple disciplines and stages—not a sprint.

Such long-term change could take 10, 15, even 20 years.

Requires a growing base of voices advancing the ongoing and consistent message that mission and performance are inextricably linked.
WHAT SUCCESS LOOKS LIKE

More organizations move forward on their journeys to high performance

More funders focus on performance to assess and support grantees

Policymakers focus more on performance and comprehensive results

Success metrics include:

• “The Performance Imperative” takes hold
  — Definition is adopted within the field
  — Seven pillars become an established framework

• The “performance matters” message takes hold—leaders echo, reinforce, and make it their own as it reverberates throughout the social and public sector

• Leap Ambassadors Community earns respect and its work is followed

• Community continues to grow, ambassadors stay engaged, and retention rate is high
THANK YOU!