



**RECONCILING NONPROFIT STAFF &
BOARD CONFLICT**

PREPARED FOR NANO E BY JAYNE AGENCY

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**SMARTLY
STRATEGIC.
WICKEDLY
CREATIVE.
RESPONSE
DRIVEN.**

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ALL ABOUT RESPONSE

FOUNDED:

June 25, 2009

MISSION:

Make the world “more gooder”

VALUES:

Accountability, collaboration, creativity, tenacity, trust

POSITION:

Instigators of brand alignment

PROMISE:

Brand clarity through smartly strategic, wickedly creative, response-driven outcomes

**TEAM ALIGNMENT
COMES FROM CLARITY.**

GOALS

**WHAT ARE YOU
TRYING TO
ACCOMPLISH?**

**IT'S A FINANCIAL
QUESTION YOU
NEED TO ANSWER
SO YOU CAN RIGHT
SIZE EXPECTATIONS.**

EXERCISE

THE NUMBERS RULE EVERYTHING

**WHAT ARE YOUR
FINANCIAL GOALS
FOR THE COMING
YEAR?**

BARRIERS

**WHAT CAN STOP
THIS BRAND FROM
SUCCEEDING?**

**THINK ABOUT
WHAT'S IN YOUR
WAY. THEN DIG
DEEPER AND
GET REAL.**

EXERCISE

BARRIERS:
**THROW OUT AS
MANY AS YOU CAN
IN A 2 MINUTE
PERIOD.**

OBJECTIVES

WHAT ARE WE LOOKING TO ACCOMPLISH? HOW WILL WE MEASURE SUCCESS?

Specific — No monkey business

Measurable — If you can't measure it, it's NOT

Achievable — Do you see the path?

Realistic — How will you make this happen?

Timebound — Determine when you start and stop

EXERCISE

**PLAYING WITH
OBJECTIVES.**

**NAME YOUR TOP
THREE.**

**(REMEMBER, THEY
HAVE TO BE SMART)**

STRATEGIES

**HOW ARE WE
TURNING BARRIERS
INTO STRENGTHS?**

**WHAT ARE WE
PRIORITIZING AS
INITIATIVES WE
WILL INVEST IN?**

EXERCISE

GRAB A BARRIER.
FLIP IT INTO A
STRATEGY. FLIPPING
BARRIERS INTO
STRATEGIES TENDS
TO ENCOURAGE
ALIGNMENT.

AUDIENCE

**YOU ONLY HAVE
\$1.00 TO SPEND.
WHO WILL YOU
SPEND IT ON?**

**NOPE. YOU CAN
NOT SPLIT IT UP.**

INSIGHT

**OBSERVATION.
BEHAVIORAL TRUTHS.
UNMET NEEDS.
BRAND OFFERING.
START PAYING
ATTENTION.
NOODLE ON IT.
ASK AROUND.**

POSITION

**KNOW YOUR
COMPETITORS.
WHERE DO THEY
SIT IN THE SPACE
OR CATEGORY?
WHY ARE YOU
DIFFERENT? ASK
YOUR TEAM AND
DONORS.**

POSITION

POSITIONING PROTECTS US.

- 1. PUSHING AWAY THAT WHICH WE DON'T WANT**
- 2. CALLING IN THAT WHICH WE DO**
- 3. IS NOT OWNABLE, BUT IS PROVABLE**
- 4. [ORGANIZATION] IS THE X OF THE Y CATEGORY**

EXERCISE

**WHAT IS YOUR
CURRENT
POSITIONING?
DON'T THINK.
JUST GO.**

PROMISE

**THE CORE OF YOUR
STORY IS YOUR
BRAND PROMISE.**

**IT'S WHAT YOU CAN
OPERATIONALLY
PROMISE DAY IN
AND DAY OUT.**

EXERCISE

**WHAT IS IT THAT
YOU DELIVER, EVERY
SINGLE DAY - DAY
IN AND DAY OUT?
RESIST PROMISING
DETAILS.**

SUPPORT

**SUPPORT IS HOW YOU
PROVE YOUR PROMISE.
IT'S PROOF THAT
RESOURCES ARE BEING
HANDLED PROPERLY.
IT IS REPEATABLE,
DEPENDABLE AND
TANGIBLE.**

EXERCISE

LIST YOUR ITEMS OF SUPPORT.

tone and personality

tone is what you say, how you say it and the words you use.

personality is how you act, what you do and what you stand for.

EXERCISE

**LIST 4 WORDS THAT
DESCRIBE YOUR
BRAND? (EXAMPLE -
JAYNE'S ARE:
RELENTLESS
RELEVANT
ANALYTICAL
UNLEASHING)**

**LOOKING TO CLARIFY YOUR
BRAND STRATEGY?**

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**THANK
YOU**