McCombs Career Webinar

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Transitioning to the Nonprofit and Public Sectors

Presented by
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Laura Gassner Otting is Founder and President of the Nonprofit Professionals Advisory Group, a search firm dedicated to building the capacity of nonprofit organizations, associations, institutions of higher education, the public sector and the professionals who make them run smoothly.

Prior to forming the group, Laura served as the senior vice president of ExecSearches.com and as vice president at Isaacson, Miller, one of the largest search firms in New England.

Laura has also served as a presidential appointee for the White House Office of National Service, a program officer for the Corporation for National Service and as a member of the Clinton/Gore Transition Team and 1992 Election Team.

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The Big Questions

- Is now the right time for me to transition into the nonprofit sector?
- How and where can I make a difference?
- Will my skills transfer?
- What are nonprofit jobs really like?
- How do I deal with the financial ramifications?
- Where do I even begin?
Dispensing of Myths

- All nonprofit employees are saints.
- Nonprofits are lucky to employ whomever they can find.
- Working in nonprofits is not challenging.
- Nonprofits are all flat organizations.
- Nonprofit jobs are secure.
- Nonprofit managers know how to manage.
- All nonprofits are alike.
Why Now?

The Leadership turnover in nonprofit organizations leads to changes in staff recruitment and retention strategies.

- Baby boomers created and lead many of the nation’s nonprofits.
- Leadership vacuums create ripple effects at every level of a nonprofit.
- Invest in leadership capacity.
- Refine management rewards.
- Expand recruiting horizons.

Three Critical Imperatives
Who Transitions?

- Young professionals wanting to get ahead.
- Professionals looking to gain new skills.
- Experienced executives looking for a better work-life balance.
- Baby boomers searching for a more fulfilling retirement.
- The outraged, the unfulfilled, and the disappointed simply wanting more.
Finding Your Place in a Vast Sector

1. Pinpoint Your Motivating Cause or Societal Problem
2. Determine Your Approach to Solve the Pressing Social Need
3. Identify the Skills You Possess
4. Recognize your Best Environment
Pinpoint Your Motivating Cause

- Foundations
- Health
- Civic, Social & Fraternal Organizations
- Education & Research
- Social and Legal Services
- Religious Organizations
- Arts, Culture & the Humanities
Determine Your Approach

Ending Domestic Violence

- Membership Organizations
- Philanthropy
- Advocacy
- Capacity Building
- Direct Service
Identify Your Skills

What skills have you amassed in your professional career?
- grant writing
- public relations
- event planning
- management
- fundraising

What have you been responsible for outside of work?
- multitasking
- expertise
- connections
- direct service
Which Nonprofit is Right for You?

- Start-Up
- Grassroots
- In Transition
- Founder-Driven
- Growth-Oriented
- In Decline
- Steady & Stable
Finding the Right Nonprofit for You

**Unfriendly Nonprofits**

- Interested but have yet to adapt best business practices
- Chasing changing whims of philanthropic community
- Small, grassroots, hands-on, direct service weighted
- Slow pace of change
- Long-tenured board and staff

**Friendly Nonprofits**

- Already adapted business practices into daily work
- On the precipice of great change, at a key moment
- Use words like entrepreneurial and cutting edge
- Actively recruit change agents
- Seek out new and inventive funding models
Ready, Set, Search!

1. Networking
2. Informational Interviews
3. Resume
4. Cover Letter
5. Interviews
Common Stereotypes About For-Profit Job Seekers

- “You expect to be rewarded handsomely for your work while having plenty of support staff.”
- “The impact of your work on the bottom line is the only appropriate gauge of success.”
- “Raising investment capital is not fundraising.”
- “You are looking to work less hard.”
- “You value money more than people.”
- “You think that nonprofits should be run like businesses.”
- “If you really cared about the mission, you wouldn’t have sold out to the for-profit sector so many years ago.”
Networking 101

**Where?**
- An alumni association
- A neighborhood coalition
- A church, synagogue or mosque
- A political campaign
- A citywide cleanup effort
- A local music ensemble
- The Junior League
- A sports team
- A nonprofit board
- A parent-teacher association

**How?**
- Get active in your issue area.
- Find a buddy.
- Set benchmarks of success.
- Walk in the footsteps of others.
- Don’t discount your corporate contacts.
- Keep detailed notes.
- Have a clear and concise elevator speech.
Informational Interviews: Do’s & Don’ts

**Do’s**
- Introduce yourself to someone who may have a job opening in the future.
- Learn more about the people who work at this nonprofit.
- Receive direction and guidance from someone once in your shoes.
- Learn a name to drop in your networking and personal connections.
- Audition some preliminary answers to obvious interview questions when a particular job isn’t on the line.

**Don’ts**
- Ask for a job.
- Disrespect the interviewee’s time.
- Be unprepared.
- Talk too much.
- Fail to listen.
- Forget to be thankful.
Building Your Nonprofit Resume

For profit resumes differ from nonprofit resumes.

1. Size matters.
2. Numbers count.
4. Boasting is welcome.
5. Language is key.
What Not to Include

- Objective
- Personal interests
- Pictures
- Health
- Age
- Marital Status
- Number of Children
Translating Your For-profit Experience

For-profit employees…

…work for a company.
…earn a profit.
…achieve a return on investment.
…sell a certain number of goods or services.
…rely upon staff.
…develop sales leads.
…create customer-focused marketing campaigns.
…lobby for favorable policy change.

Nonprofit employees . . .

…work for an organization/cause.
…generate revenue.
…achieve impact from donated funds.
…serve a certain number of community members.
…rely upon volunteers and champions.
…research potential funders, stakeholders, and partners.
…advocate to impact social change.
…educate stakeholders about effect of policies on issues.
Highlight Skills that Transfer Well

- Leadership and influence
- Managing up, down and sideways
- Delegating with kindness while demanding accountability
- Adaptability and openness in management style
- Ability to manage a broad portfolio of responsibilities
- Knowing how to get to yes
- Managing dotted line relationships
- Delivering impressive results
- A long term view
- A distinct passion for the work of the nonprofit
Improving Your New Nonprofit Resume

• Get on Board

• Get Active

• Get Smart
The Four Paragraph Cover Letter

Paragraph #1: An introduction
Paragraph #2: A little about them
Paragraph #3: A little about you
Paragraph #4: Contact information and current situation
Mastering the Nonprofit Interview

- Phase One: Mind Your Appearance
- Phase Two: Above All, Know Thyself, the Organization, and its Needs
- Phase Three: Tag, You’re It!
- Phase Four: The Follow Up
The $64,000 Question

- Avoiding the Question: Taking the Fifth
- Know When to Say When
- Do Not Lie
A Few Nonprofit Salaries

- President, John F. Kennedy Center for the Performing Arts
- President, J. Paul Getty Trust
- Surgeon-in-Chief, Children's Hospital of Cincinnati
- President, Yale University
- Executive Director, Global Health, Bill & Melinda Gates Foundation
- President, United Negro College Fund
- Chief Operating Officer, Public Broadcasting System
- Executive Vice President, Ducks Unlimited
- Chief Legal Officer, Special Olympics
Dealing with the Dollars

- Determine your readiness factor.
- Learn to value intangibles.
- Change your lifestyle.
- Don’t settle for less.
- Rethink your value.
- Think ahead.
- Just say no.
Strategic References

- Prep Your References
- Expect the Negative Reference
- Thank Your References
Thank You!

- The recording of today’s presentation, along with the PowerPoint slides, will be available on our Career Resources web page by early next week:
  
  http://www.mccombs.utexas.edu/Alumni/Career.aspx

- Save the date for our December 18th Career Webinar: “Effective Job Search Strategy” with Wendy Nolin of Change Agent Careers.