

NOW APPEARING!

**PRINCE OF
PERSONAS!**

**MUST BE SEEN
TO BE BELIEVED**

**SIMPLY
STUPENDOUS!!**



**NOT TO BE MISSED
THIS IS A
ONCE IN A
LIFETIME CHANCE**

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**PROGNOSTICATOR
- OF -
PEOPLE**

❧ **CHUCK COKER** ❧

Speaking Session:

Using Human Data to Supercharge Your Fundraising

Presented By
Dr. Chuck Coker
LifeThrive



Using People Metrics to Accelerate Your Organization's Growth

Charles W. Coker, PhD, SPHR

Your Organization Can Thrive

Human Data can help you:

- 1) hire the right team members to develop your organization (with data)
- 2) develop the right content to attract your donor's "persona" with data
- 3) utilize data to increase donor commitment and contributions.

Motivational Quotients							
Disclosure Resistance	30.00	30.00	40.00	40.00	30.00	40.00	10.00
Motivational Quantity	90.00	70.00	84.00	54.00	72.00	90.00	62.00
Motivational Stability	34.00	54.00	16.00	28.00	0.00	42.00	38.00
Positives Average	62.00	62.00	50.00	40.00	36.00	66.00	50.00
Primary Positives	52.00	64.00	52.00	44.00	32.00	64.00	60.00
Learned Positives	72.00	60.00	48.00	36.00	40.00	68.00	40.00
Discouragement	10.00	0.00	10.00	10.00	60.00	20.00	10.00
Negatives Averages	28.00	8.00	34.00	14.00	36.00	24.00	12.00
Primary Negatives	36.00	16.00	40.00	20.00	36.00	28.00	16.00
Learned Negatives	20.00	0.00	28.00	8.00	36.00	20.00	8.00
Curosity	50.00	70.00	40.00	60.00	50.00	40.00	50.00
Decision Pace	80.00	80.00	50.00	60.00	60.00	40.00	70.00
Perseverance	70.00	50.00	50.00	50.00	40.00	40.00	40.00
Attainment Average	55.00	65.00	55.00	60.00	50.00	60.00	50.00
Primary Attainment	40.00	40.00	40.00	40.00	50.00	40.00	50.00
Learned Attainment	70.00	90.00	70.00	80.00	50.00	80.00	50.00
Maintenance Average	35.00	45.00	70.00	65.00	35.00	70.00	70.00
Primary Maintenance	40.00	40.00	60.00	60.00	20.00	70.00	70.00
Learned Maintenance	30.00	50.00	80.00	70.00	50.00	70.00	70.00
Avoidance Average	50.00	30.00	50.00	60.00	35.00	45.00	35.00
Primary Avoidance	30.00	20.00	60.00	40.00	20.00	20.00	30.00
Learned Avoidance	70.00	40.00	40.00	80.00	50.00	70.00	40.00
Resolution Average	65.00	50.00	40.00	55.00	40.00	55.00	50.00
Primary Resolution	50.00	30.00	60.00	40.00	40.00	60.00	50.00
Learned Resolution	80.00	70.00	20.00	70.00	40.00	50.00	50.00
Defeatist Average	30.00	30.00	15.00	15.00	40.00	10.00	20.00
Primary Defeatist	50.00	40.00	30.00	30.00	50.00	20.00	20.00
Learned Defeatist	10.00	20.00	0.00	0.00	30.00	0.00	20.00
Sabotage Average	25.00	10.00	20.00	15.00	50.00	25.00	20.00
Primary Sabotage	30.00	0.00	10.00	20.00	50.00	20.00	20.00
Learned Sabotage	20.00	20.00	30.00	10.00	50.00	30.00	20.00
Punishment Average	15.00	15.00	15.00	15.00	60.00	35.00	10.00
Primary Punishment	20.00	10.00	20.00	20.00	80.00	30.00	10.00
Learned Punishment	10.00	20.00	10.00	10.00	40.00	40.00	10.00
Martyrdom Average	30.00	40.00	40.00	25.00	50.00	45.00	20.00
Primary Martyrdom	20.00	40.00	40.00	20.00	40.00	50.00	10.00
Learned Martyrdom	40.00	40.00	40.00	30.00	60.00	40.00	30.00

#1

**Hire the right team
members to develop
your organization
with data**

Hire To Develop Your Expertise



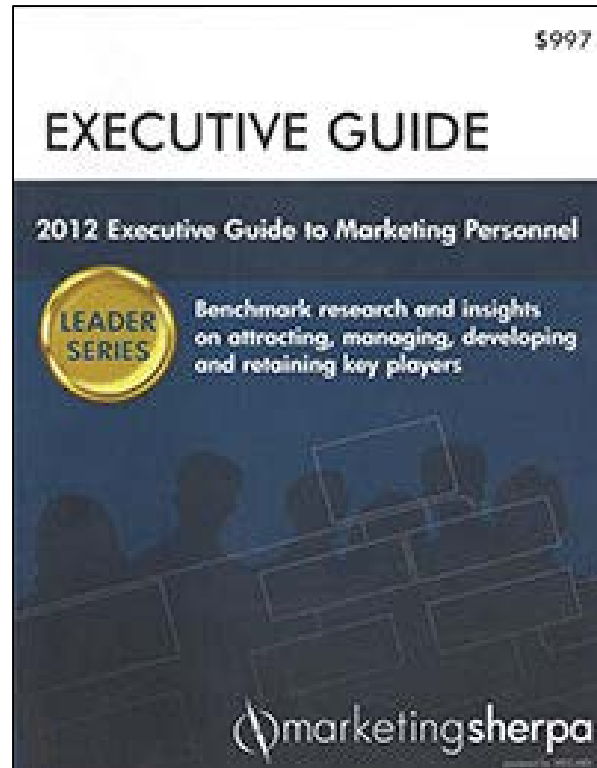
32% of employees are engaged (Gallup)

Hire To Develop Your Culture



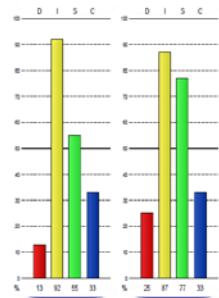
Employees want something different

Focus On What's Important

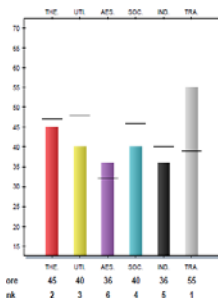


- 1632 executives identify the biggest challenges they faced in Organizational Development and Employee Engagement
- #2 was: Either a lack of funding or resources inhibit our growth and development
- #5 was: We are using "dated" or ineffective technology.
- **The other six or 75% of the issues were PEOPLE RELATED**

Hire With Data To Avoid Mistakes

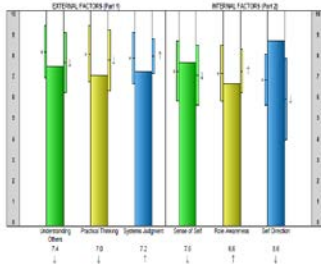


How they will
do the Job



Will they fit
your culture?

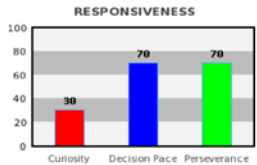
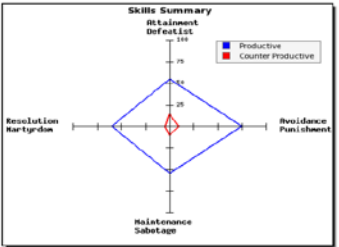
Is their mental resume compatible
with their written resume?



How can you develop and increase their
emotional intelligence?



Positive (total):	50
Primary:	32
Learned:	68
Negative (total):	18
Primary:	32
Learned:	4
Motivation Quantity:	68
Motivation Stability:	32
Discouragement:	10



Productive (50+)			
	Score	Avg	%
Attainment		55	
Primary	20		40
Learned	90		180
Maintenance		55	
Primary	40		80
Learned	70		140
Avoidance		75	
Primary	90		180
Learned	60		120
Resolution		60	
Primary	50		100
Learned	70		140

Counter Productive (<20)			
	Score	Avg	%
Defeatist		15	
Primary	30		150
Learned	0		-100
Sabotage		10	
Primary	10		-50
Learned	10		-50
Punishment		10	
Primary	20		Normal
Learned	0		-100
Martyrdom		5	
Primary	10		-50
Learned	0		-100

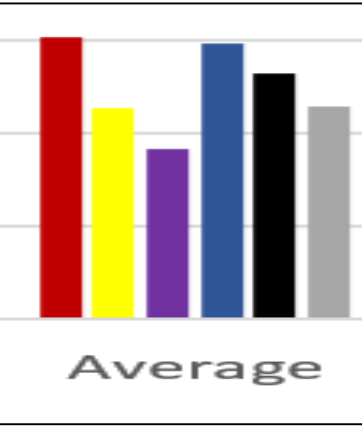
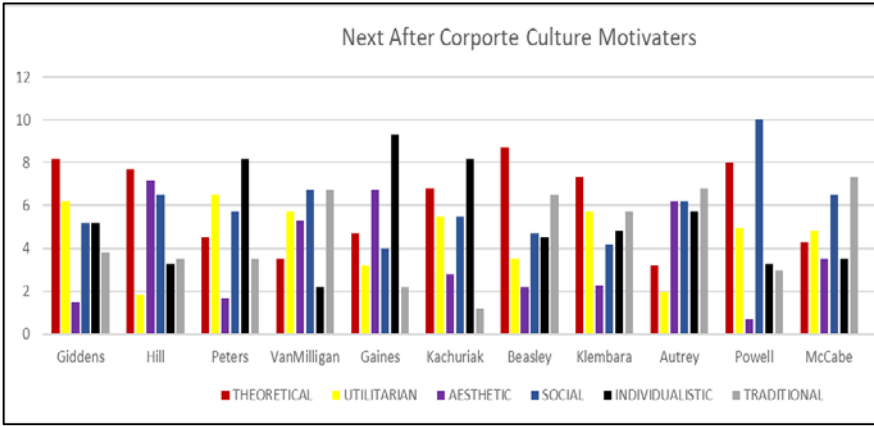
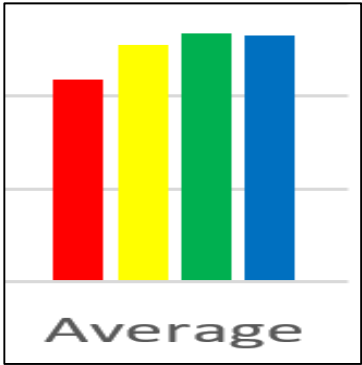
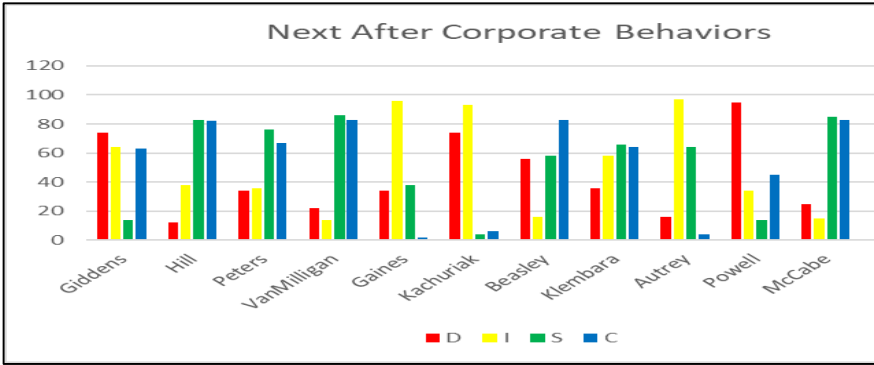
Become Effective & Efficient

Organizational Processes	Most Companies	Some Companies	LifeThrive Approach
Resume's/Screening	X	X	X
Assessments		X	X
Benchmarking Job			X
Benchmarking Culture			X
Technical & Job Skill Training	X	X	X
On-Boarding/Career Pathing		X	X
Performance Appraisal		X	X
Personal Development & EQ Improvement			X
Coaching/Mentoring		X	X
Data Driven Career Path, Development & Promotions			X
Process Productivity Increase	0%*	60%*	93%*
Engaged Employees	28%*	51%*	76%*
Average Tenure	2.4 years*	3.2 years*	4.2 years*
Turnover	Baseline*	-23%*	-87%*
Savings per \$30K employee	0	\$6,279 year*	\$8,452.50*
Corporate Profitability (EPS)	Baseline*	112%*	147%*
Labor Costs (Cross Industries)	16%*	12%*	9%*
*Statistics based on a combination of data from Bureau of Labor Statistics, The Human Capital Institute, Towers-Perrin, Gallup, Psychology Today, SHRM, Organizational Psychology, Good Co, TTI, Hays Recruiting, Harvard Business Review and 10 other reporting organizations.			

Invest and Receive!

Resiliency	UP 16 Percentile
Sense of Self	UP 15 Percentile
Goal Achievement	UP 14 Percentile
Self Direction	UP 13 Percentile
Teamwork	UP 11 Percentile
Self-Management	UP 11 Percentile
Decision Making	UP 10 Percentile
Results Orientation	UP 10 Percentile
Developing Others	UP 10 Percentile

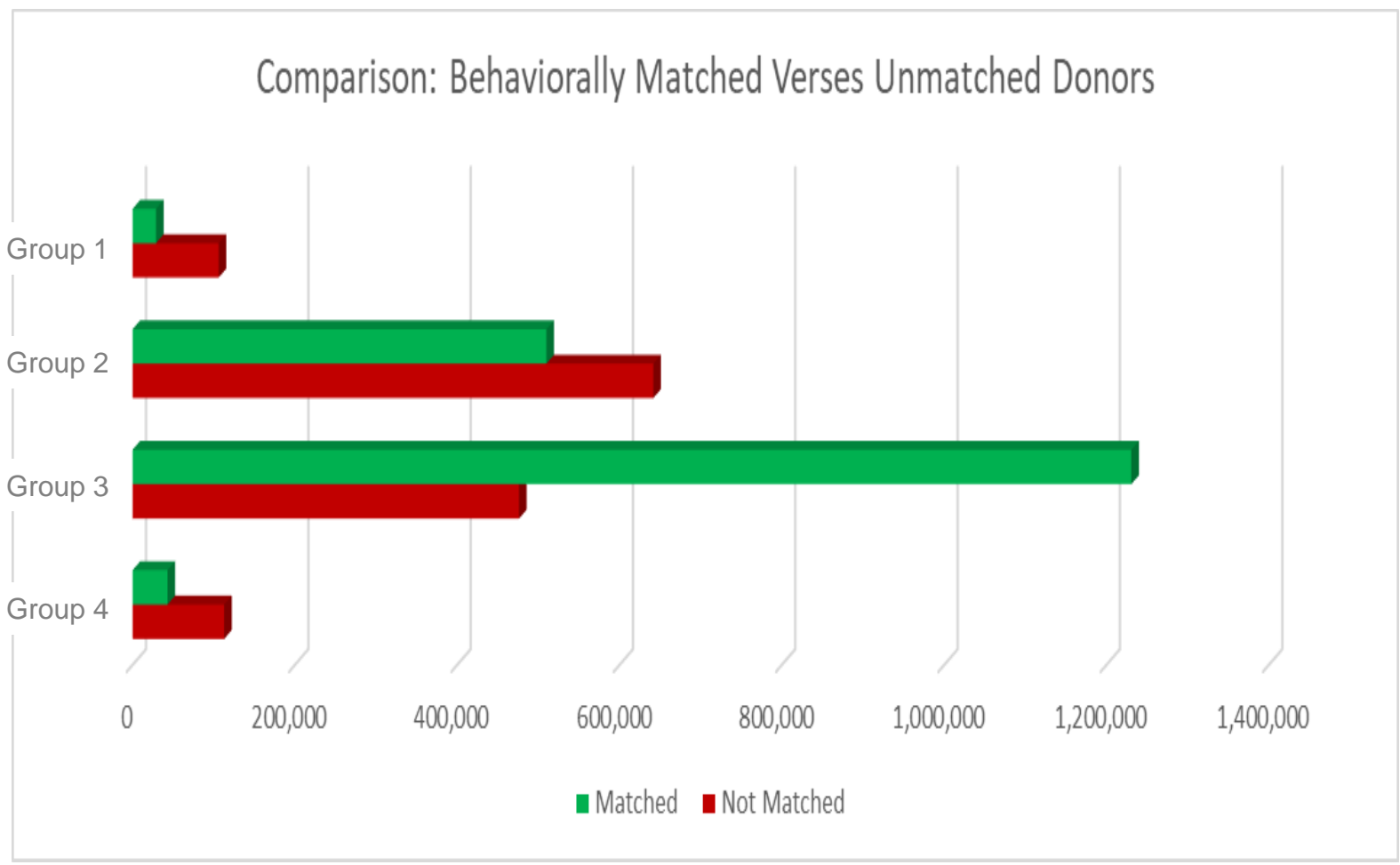
How NextAfter Developed Their Organization



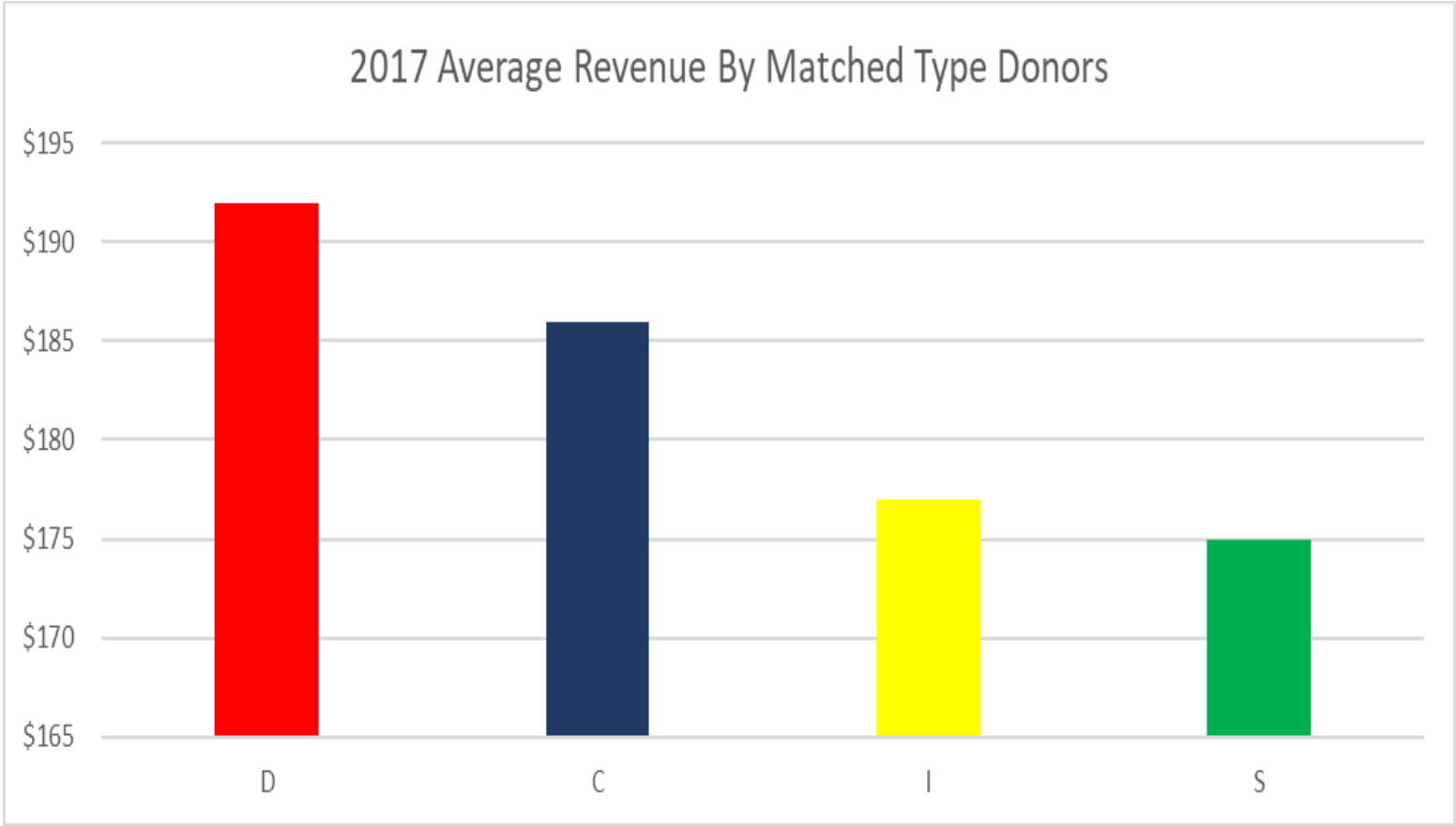
#2

**Develop the right
content to attract
your donor's
“persona” with data**

1st Step in Identifying Donor Persona

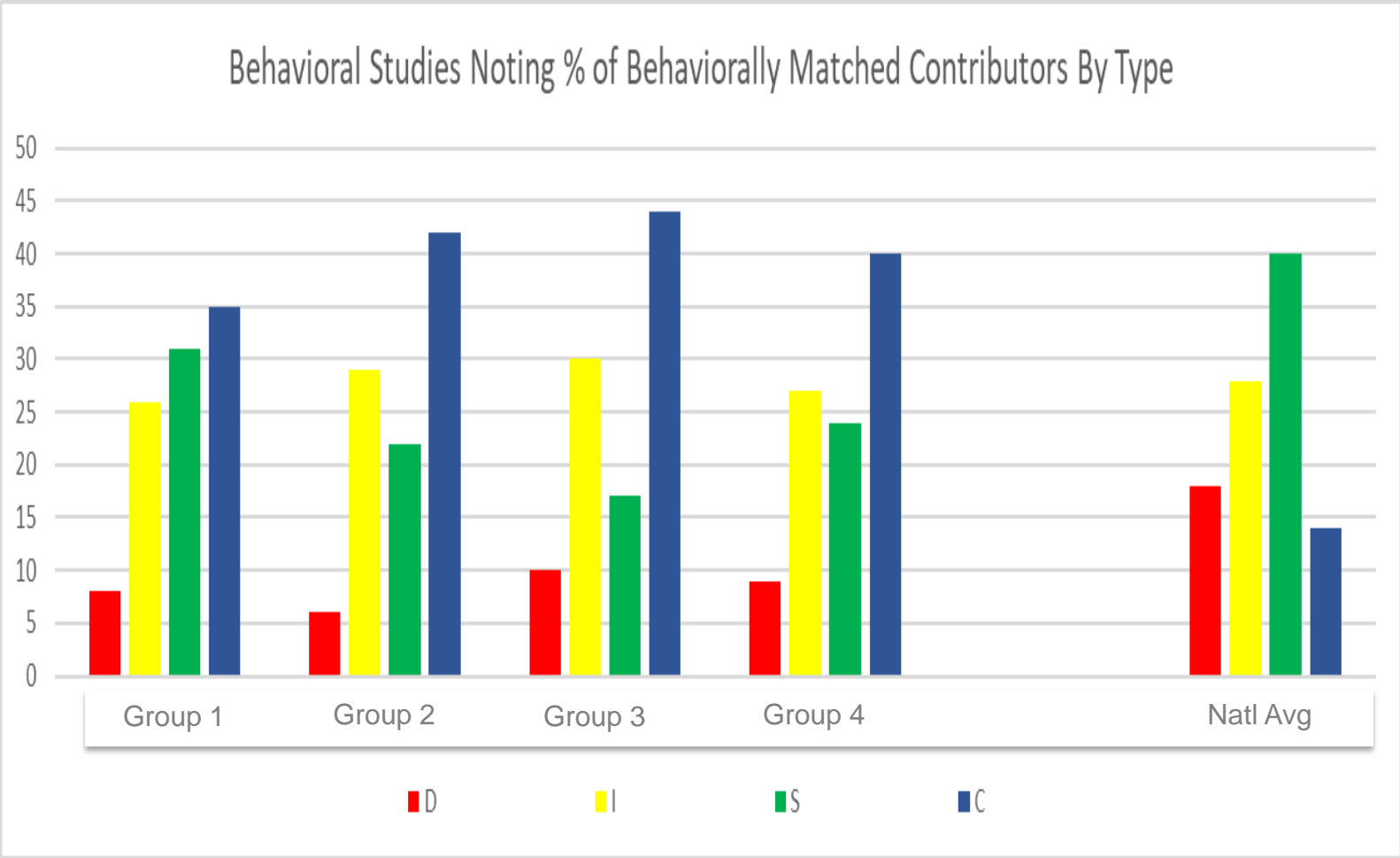


Revenues based on Behavioral Persona



Based on analysis of 1,230,440 donors

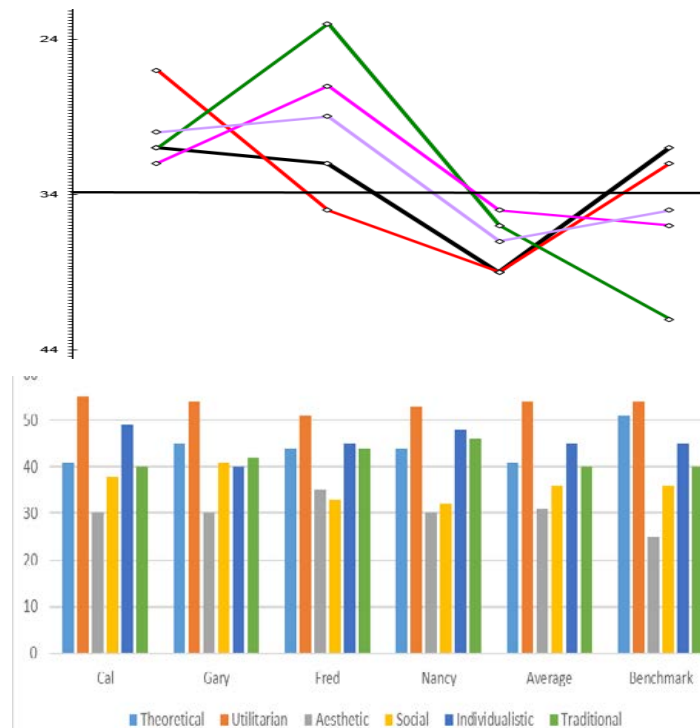
What Persona Is Responding?



We Must “Talk” To The Whole Persona

- Contributor Demographics and/or Average Contributor Profile

Now, build the profile and the content with Human Data



Key Strengths Benchmarked

- He/she is results-oriented and has strong sense of urgency to accomplish goals, meet deadlines and make an impression on others.
- He/she is normally aggressive and decisive when presented with challenges that may intimidate others
- He/she will normally initiate purposeful activity through other people to achieve their (or the team's) desired results
- He/she is extroverted, actively seeking relationships and receiving their motivation from a wide variety of people

Tendencies:

- Their goal is to perform aggressively with a confidence that positions them to win
- They seem to judge other people by their ability to communicate and act when they are challenged or provided opportunity
- They try to influence others with their friendly nature hoping that this will motivate others to results
- They provide value to the organization by being a good planner and problem-solver. They can be very resourceful in their thinking and approaches to work.
- They will tend to overuse their position to try to get their way if there is indecision about an approach to a project
- When they are exposed to or under stress they become restless, impatient and at times insensitive to those around them
- They have a fear of losing or failing and are driven to make sure that does not happen

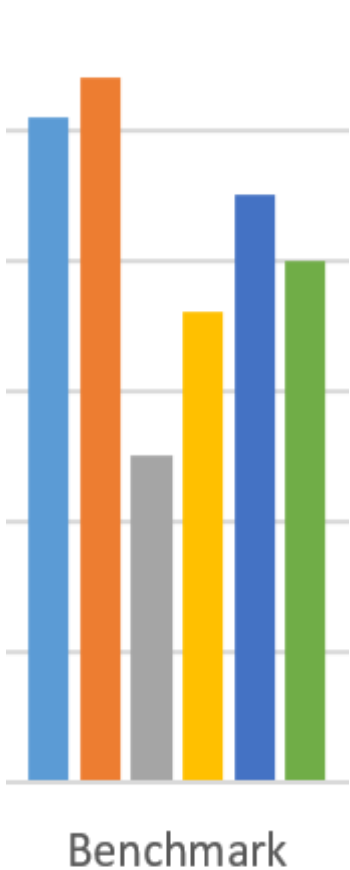
They can improve their effectiveness by:

- Becoming less irritated if deadlines are delayed or missed
- Displaying more consistency and by not taking on too many responsibilities at one time
- Exhibiting more follow-through, attention to detail and when necessary (based on the situation) lower their expectations

Mindsets/Motivators

- Objective approach and mindset
- Inquisitive
- Systematic
- desires usefulness and an ROI
- will "dig in" if pressured
- can be somewhat idealistic regarding some life events
- can be caring if they relate to other's plight
- desires and seeks authority/power
- has strong principles for living
- can be judgmental at times

We Must Focus On What They Value



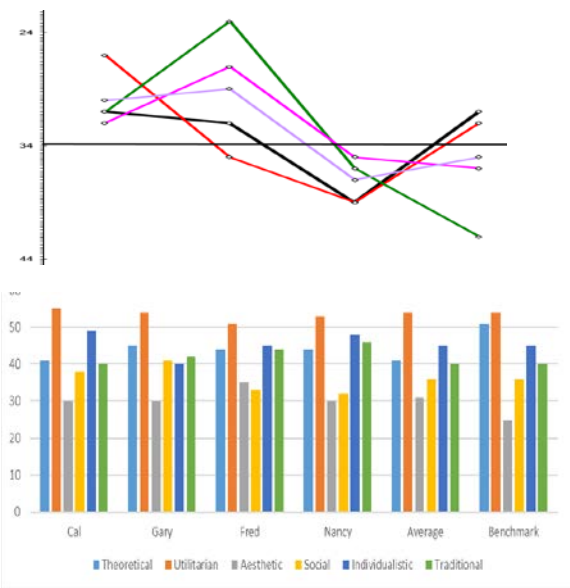
Benchmark Mindset Values	Content Must Address
Objective approach and mindset	Facts and data that illustrate key points or buying principles
Inquisitive	Will want to know how their funds will be applied
Systematic	How does the process work?
Desires an ROI on contribution	How will expenditure meet their interest for investing in your program?
Will "dig in" if pressured	They will want to feel like they make the decision as to what and how their funding will be used/applied
Can be somewhat idealistic	Your program will need to match their idea of application which can be addressed with options
Can be caring if they relate to other's plight	There needs to be personal stories that pull at their heart strings
Desires and seeks authority/power	Is there a way they can be recognized for a significant contribution?
Has strong principles for living	Are you above board? Do you belong to any "accrediting organizations?"
Can be judgmental at times	Will want to make sure that there is a way they can follow how the organization's funds are impacting those who receive them.

#3

**Utilize data to increase
donor commitment and
contributions.**

Increase Donor Contributions

Isolate “Hot Buttons” and build the “added value” with Human Data

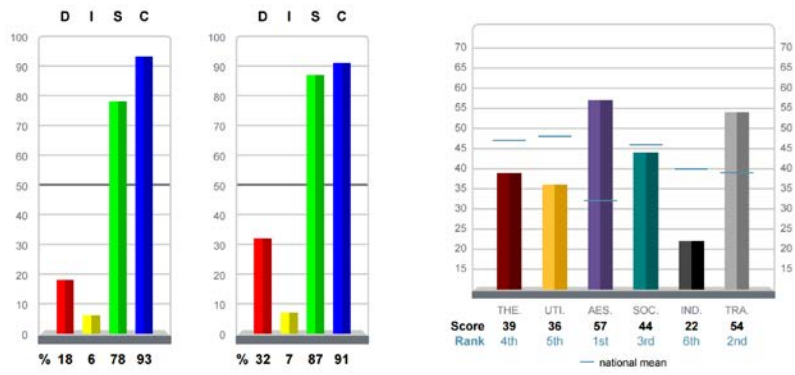


Hot Buttons	Add Value with:
Optimism	Focus on what additional funds could accomplish and how many more lives could be impacted
Desire For Impact	Illustrate how additional funds are going to increase the reach, mission, vision, values of the organization and their role in this
Order/Structure	Provide flow charts, diagrams or illustrations that indicate the path is proven and working at a high level of efficiency
Return On Investment	Compare your organization to others by illustrating how their dollars invested have a greater impact than other types of funding. This does not necessarily need to be a competitive pitch.
Recognition	With an increased contribution there will be rewards and opportunities for them to be exposed to a larger and more diverse audience that can use them as an example for others to emulate

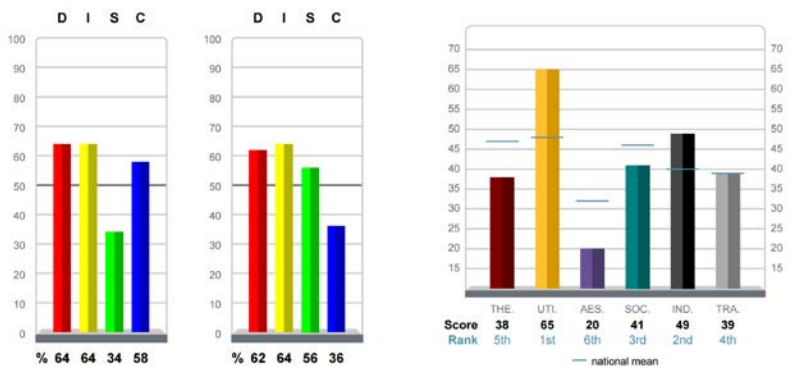
Focus On Your Unique Groups

Isolate “Hot Buttons” to identify the role of Demographic Data

Cause Ideal



Efficient Leader



The Future of NIO Marketing

We would like to identify:

- 1) The DNA of the Non-profit innovator.
- 2) What marketers have in common
- 3) How do our skills impact marketing and results?

And Provide you with:

- 1) Information to provide you with the first two steps for increasing your Emotional Intelligence.
- 2) A basis for benchmarking the culture of your organization.

Our assessment is normally \$250 per person.

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YOU get to take it for **FREE**

Free 20 page assessment at:
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Where it says "Respondent Login"

Type in **332505DYS**
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One Week ONLY

Summary & Questions