



Use Human Data to Optimize Your Team And Transform Your Fundraising



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NONPROFIT

NIO SUMMIT

INNOVATION & OPTIMIZATION

SEPT. 27-28, 2018

SAN ANTONIO, TX

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Speakers



AMY ZHANG
Senior
Manager of
Demand
Generation at
charity:water



**DAVID JP
PHILLIPS**
The Magical
Science of
Story Telling



**AMY
HARRISON**
How to Write
Copy that
Crushes
Objections and
Gets Donations



**ANDY
CRESTODINA**
Next Level
Optimization –
Search,
Conversion,
and Content



**MICHELLE
HURTADO**
Head of Ad
Grants at
Google



KARL GILIS
Why You Fail
at Digital
Marketing, and
What to Do
About It

Venue

The Aztec Theatre
San Antonio, TX

“A Meso-American work of art.”



Networking & Entertainment

THE SPAZMATICS



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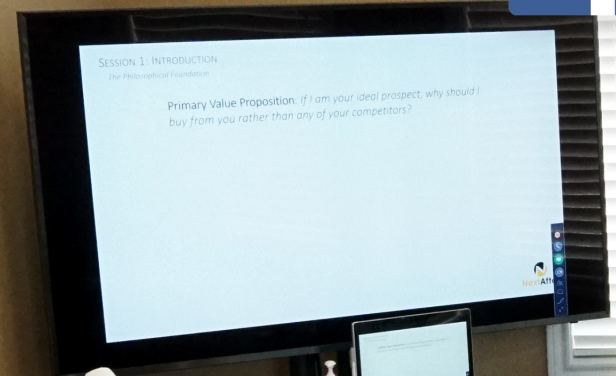


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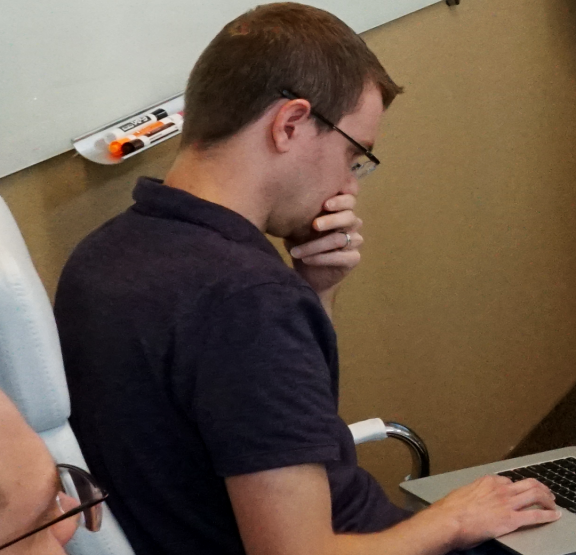
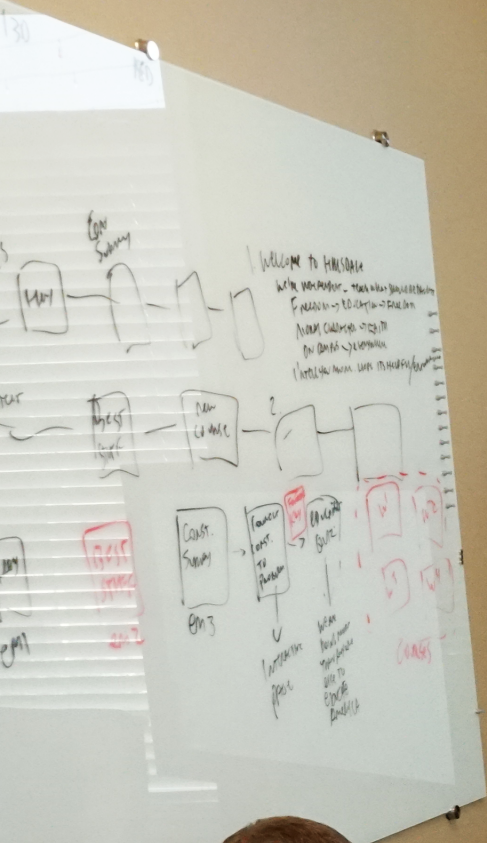


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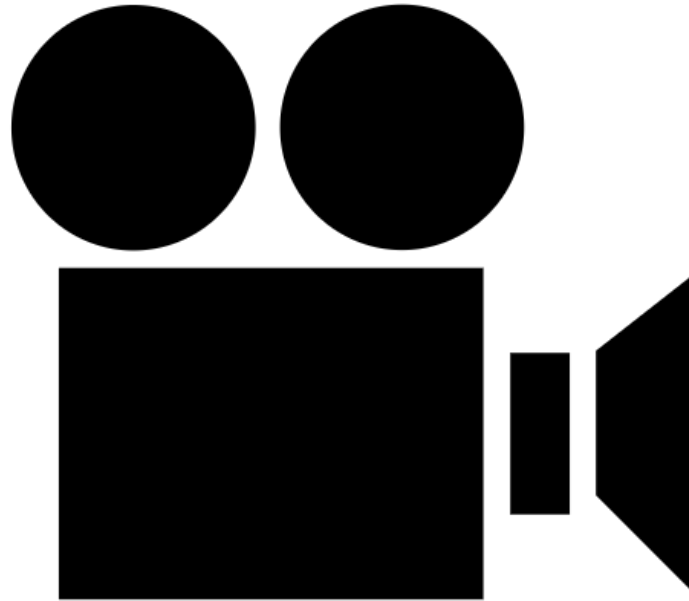
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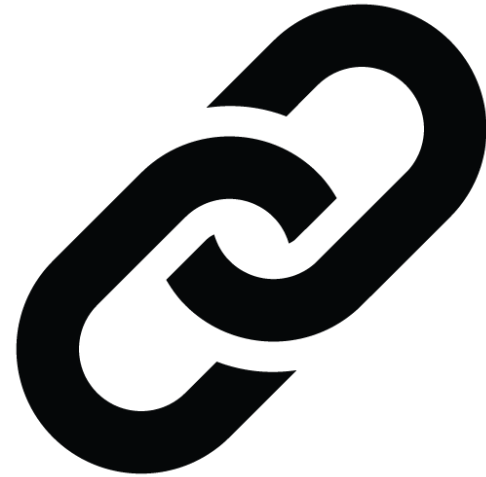
A Few Quick things...



A video recording of this broadcast will be sent to you afterwards.



A Few Quick things...



Links to featured resources and experiments will be sent out with the recording.



A Few Quick things...

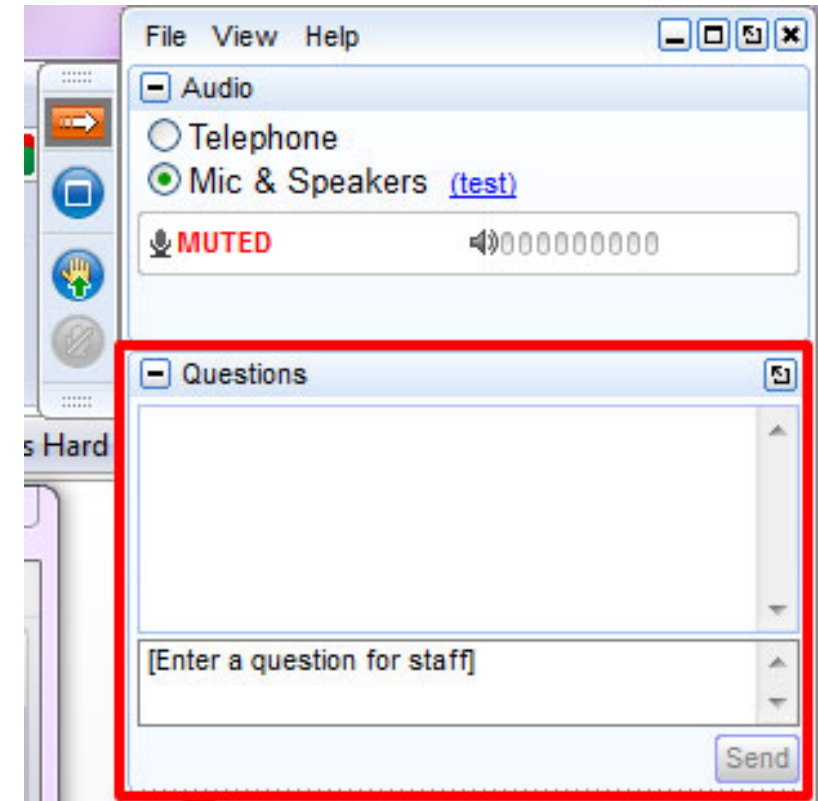


We want your questions!

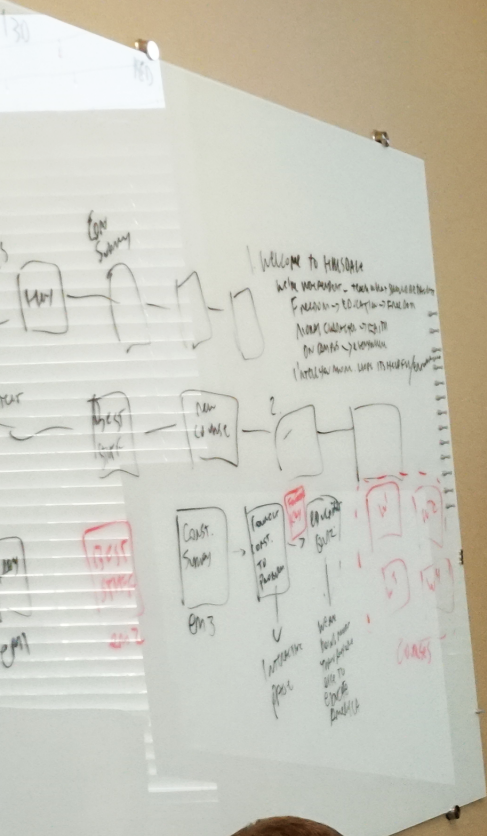
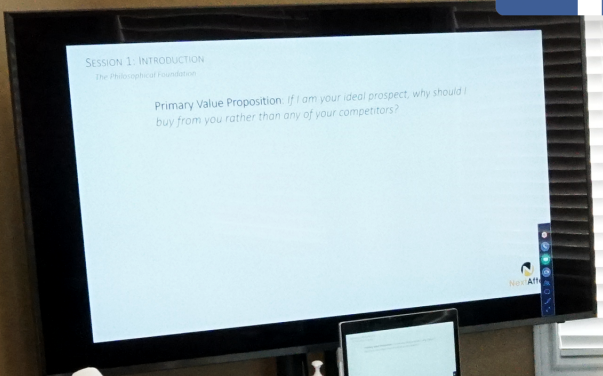


A Few Quick things...

Use the “Questions” tab in GoToWebinar to ask a question.



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Today's Speaker



Dr. Chuck Coker

CEO | LifeThrive

www.lifethrive.com

www.linkedin.com/in/charlescoker1

LifeThrive



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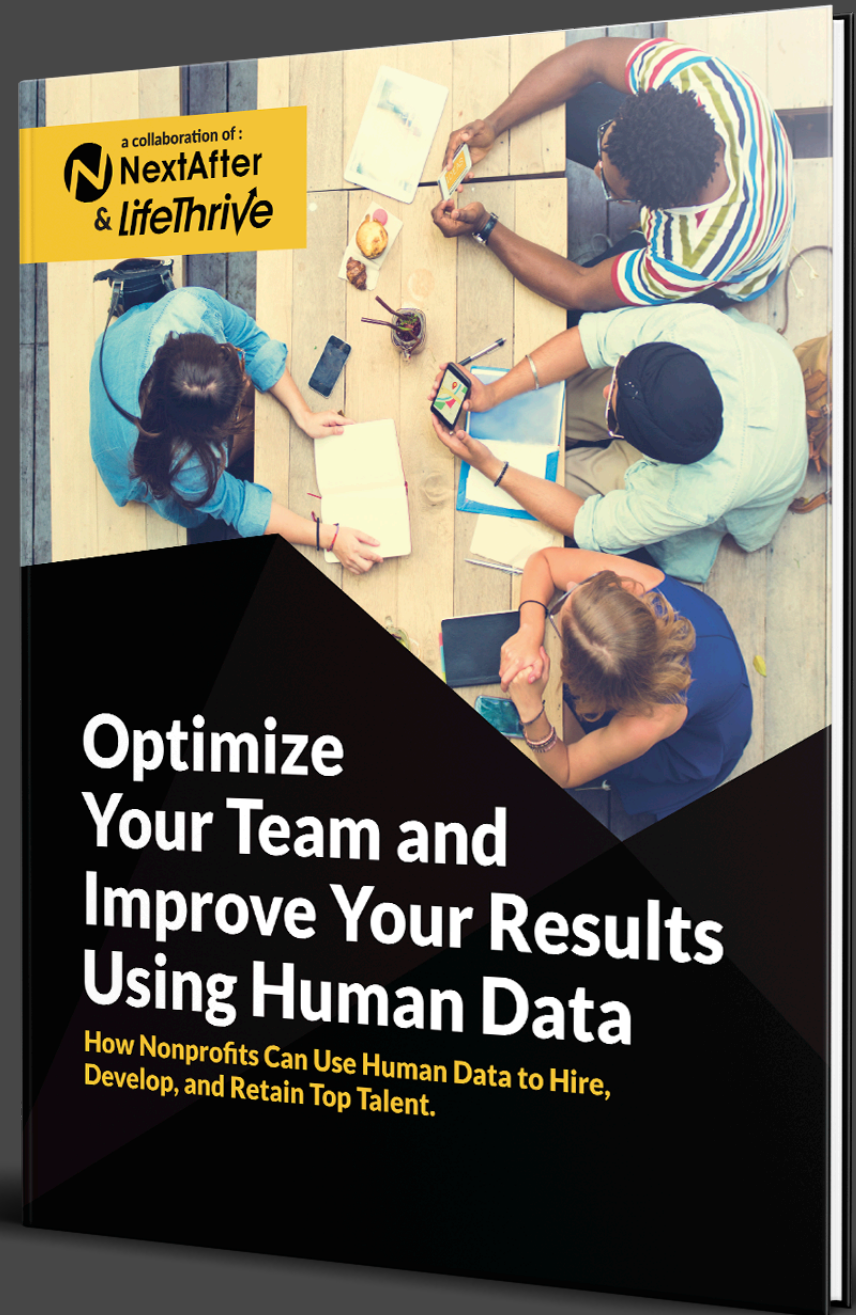
Use Human Data to Optimize Your Team And Transform Your Fundraising



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EXCLUSIVE PREVIEW

Optimize Your Team and Improve
Your Results Using Human Data



NONPROFITS SEEM TO
BE HIRING AT **RANDOM.**



NONPROFITS SEEM TO BE HIRING AT RANDOM.

61% of hiring managers are relying primarily on resumes for their hiring decisions.



NONPROFITS SEEM TO BE HIRING AT RANDOM.

92% of job roles aren't aligned with behavioral skills.



**MANY NONPROFIT JOBS
SEEM TO BE A DEAD END.**



MOST NONPROFIT JOBS SEEM TO BE A DEAD END.

54% of nonprofit employees have job descriptions that are so **general** that they have to **remain flexible** in order to do whatever is asked of them.



MOST NONPROFIT JOBS SEEM TO BE A DEAD END.

Only 8% of nonprofit employees were provided with a full career development process.



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**NONPROFITS ARE REPORTING
RETENTION PROBLEMS.**



NONPROFITS ARE REPORTING RETENTION PROBLEMS.

68% of nonprofit employees believe that all or part of the positions in their organization are held by the **wrong type of people.**



NONPROFITS ARE REPORTING RETENTION PROBLEMS.

Only 53% of people believe their management is **qualified** and **competent**.



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NONPROFITS ARE REPORTING RETENTION PROBLEMS.

70%

turnover was reported for practitioners under 5 years.

40%

of organizations reported turnover issues.



Why I **STINK** at Hiring



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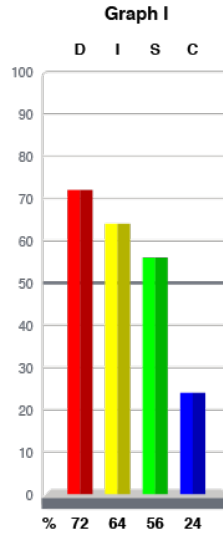
WE MAY NOT BE LOOKING AT THE
RIGHT DATA. **HUMAN** DATA.



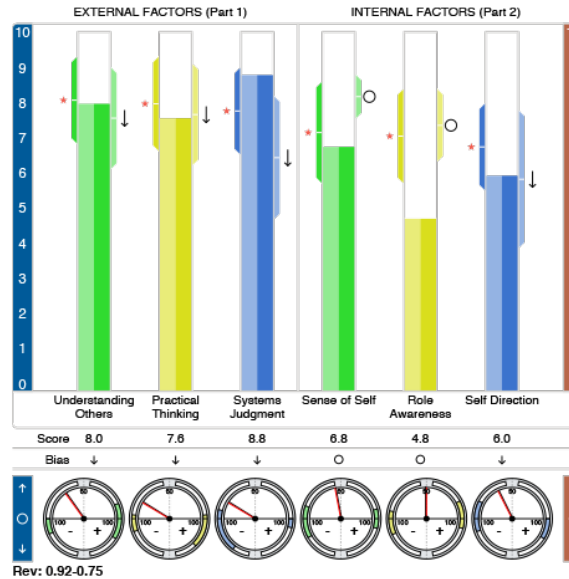
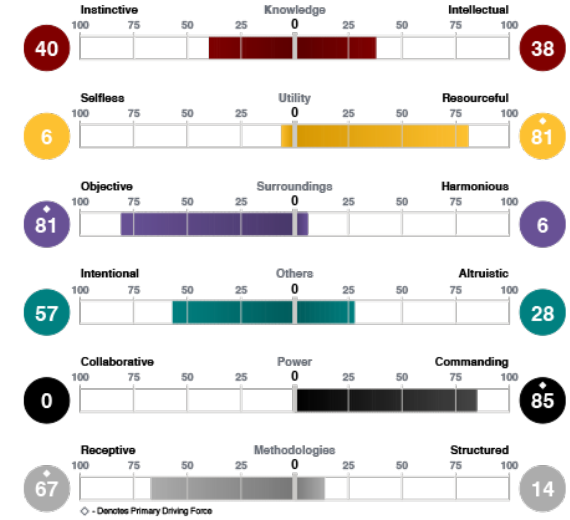
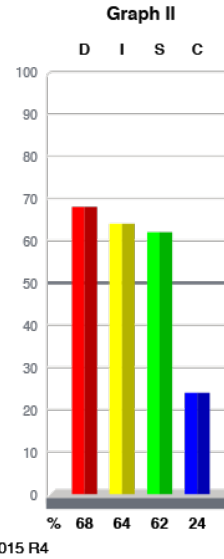


TTI TriMetrix® HD

Adapted Style



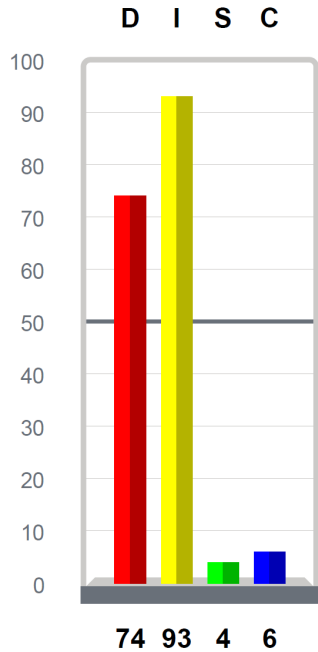
Natural Style



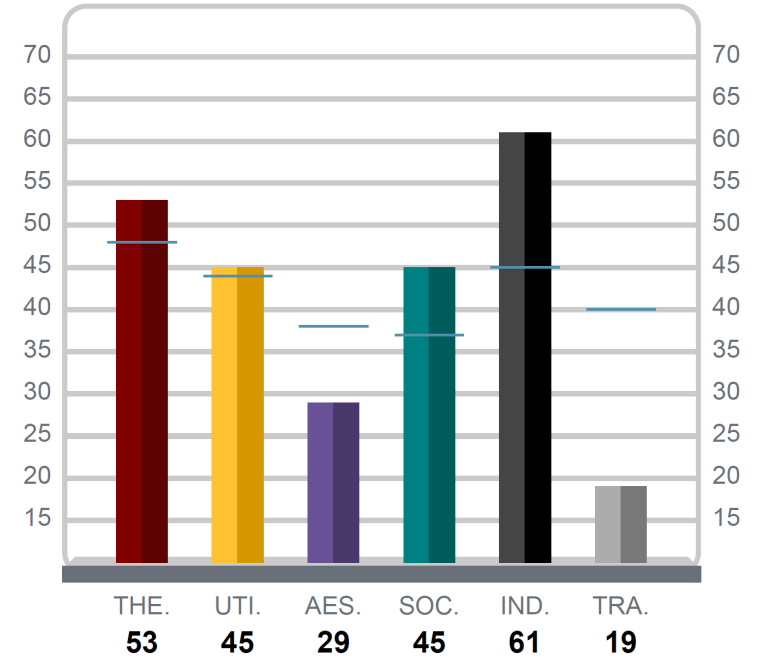
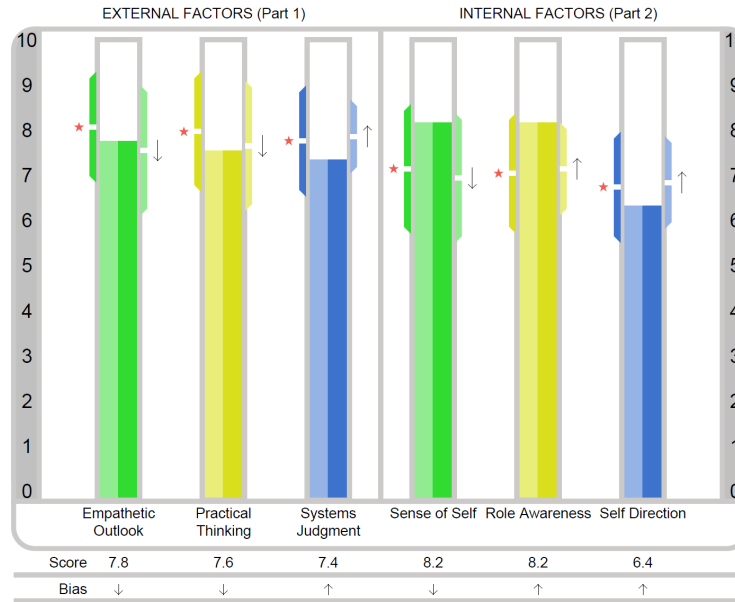
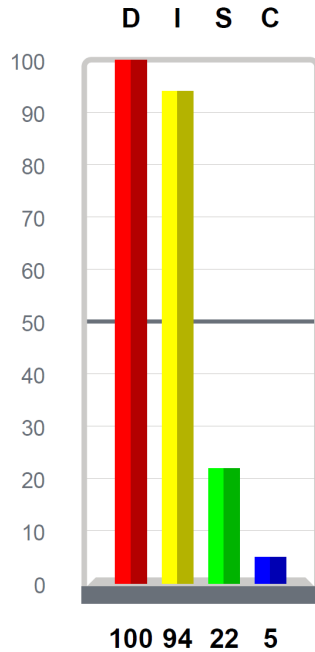
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Adapted Style



Natural Style



TriMetrix® - Tim Kachuriak



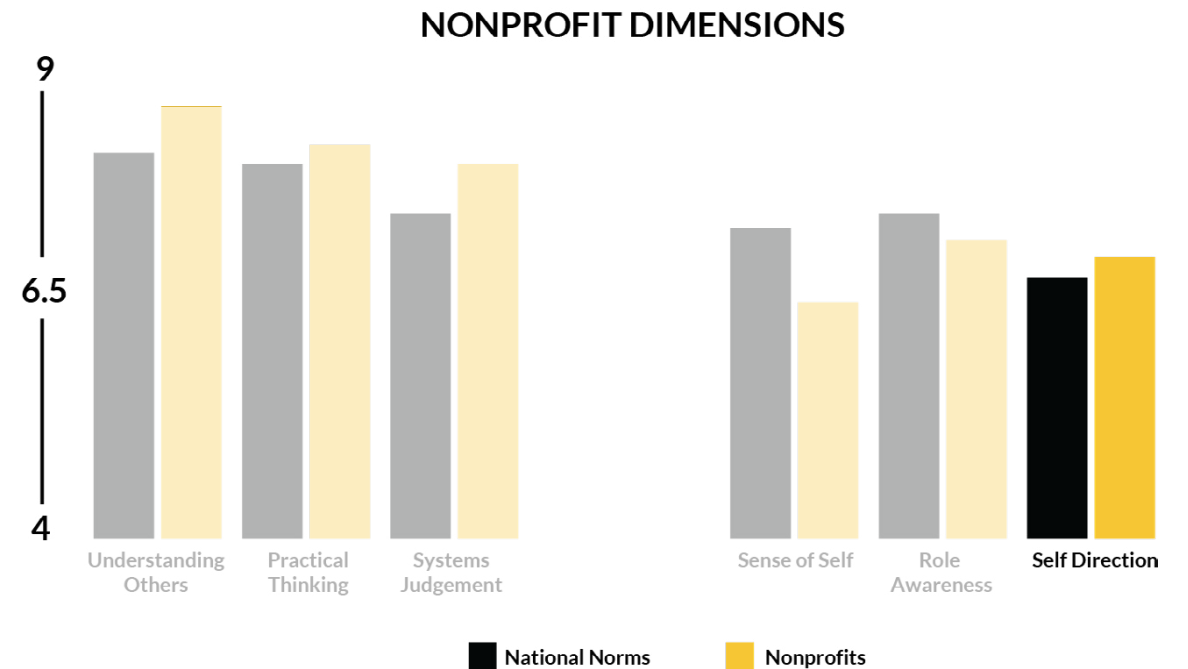
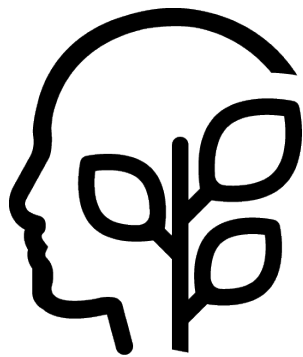
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**NONPROFIT EMPLOYEES HAVE
ELEVATED LEVELS OF OPTIMISM
AND EMPATHY.**



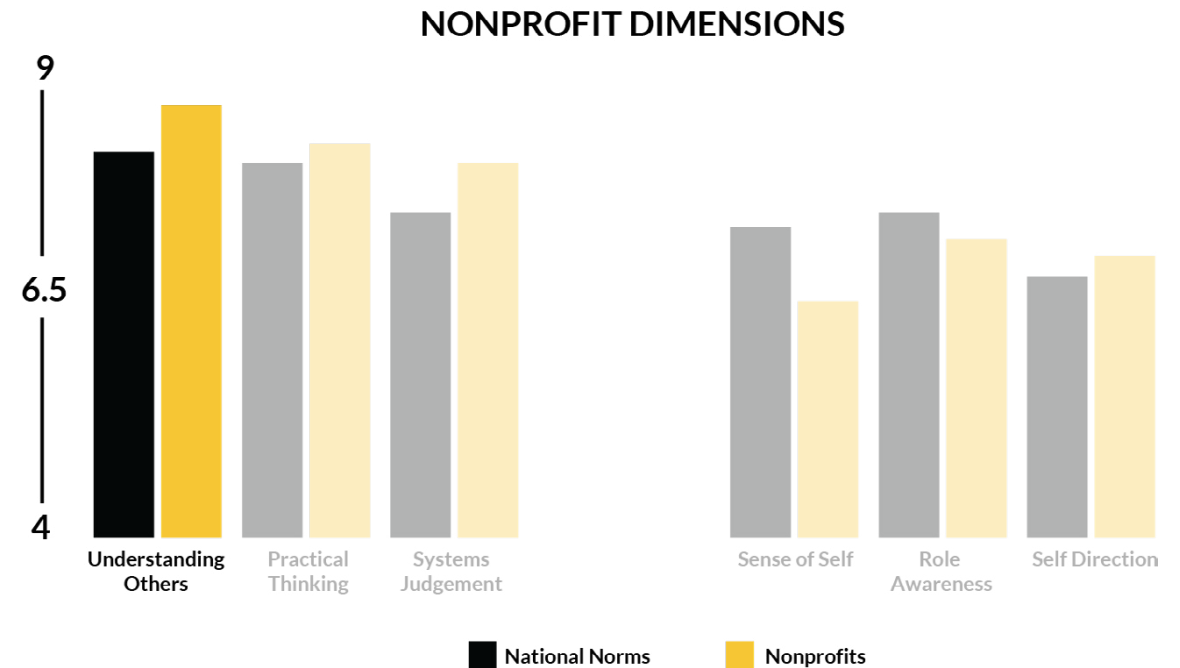
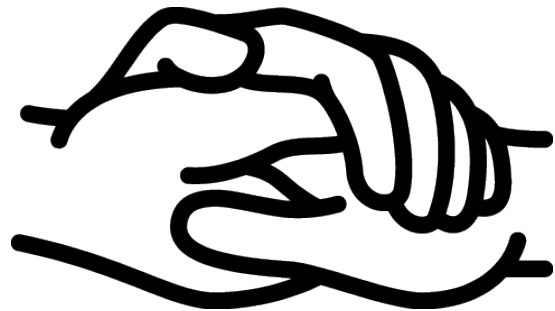
OPTIMIZING YOUR TEAM USING HUMAN DATA.

Nonprofit employees have a high degree of **optimism** about the direction they're headed.



OPTIMIZING YOUR TEAM USING HUMAN DATA.

Nonprofits have a high degree of understanding for others.



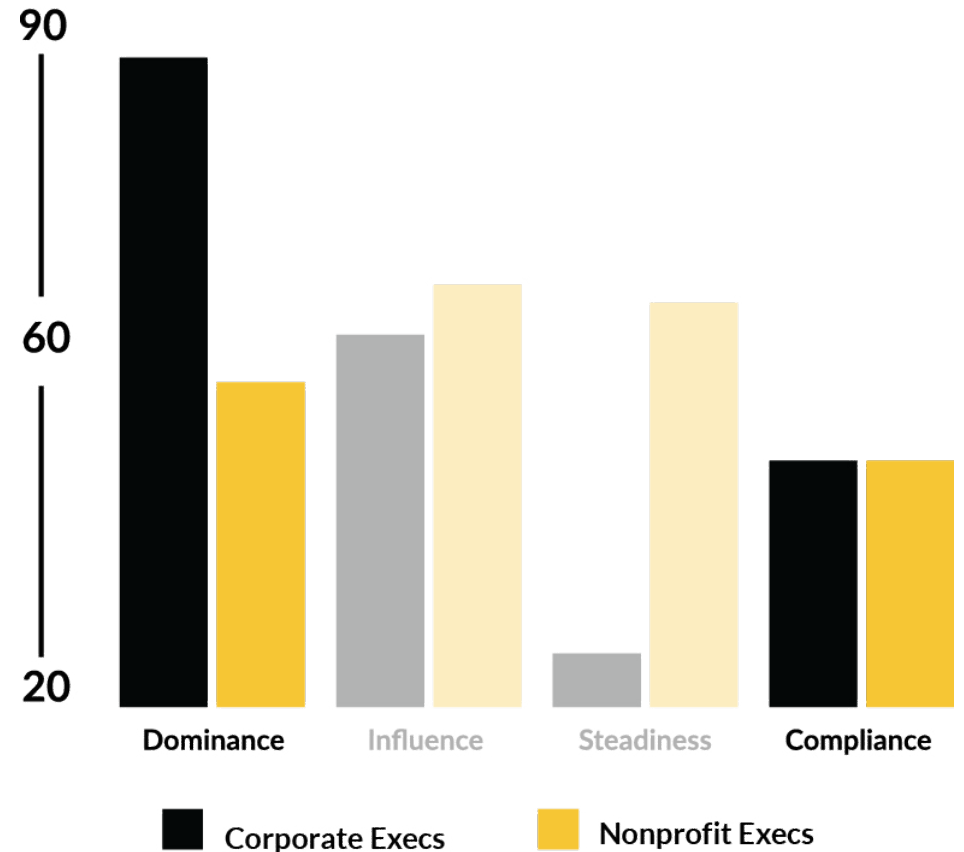
**STRATEGIC FOCUS IS MISSING IN
THE EXECUTIVE SUITE.**



OPTIMIZING YOUR TEAM USING HUMAN DATA.

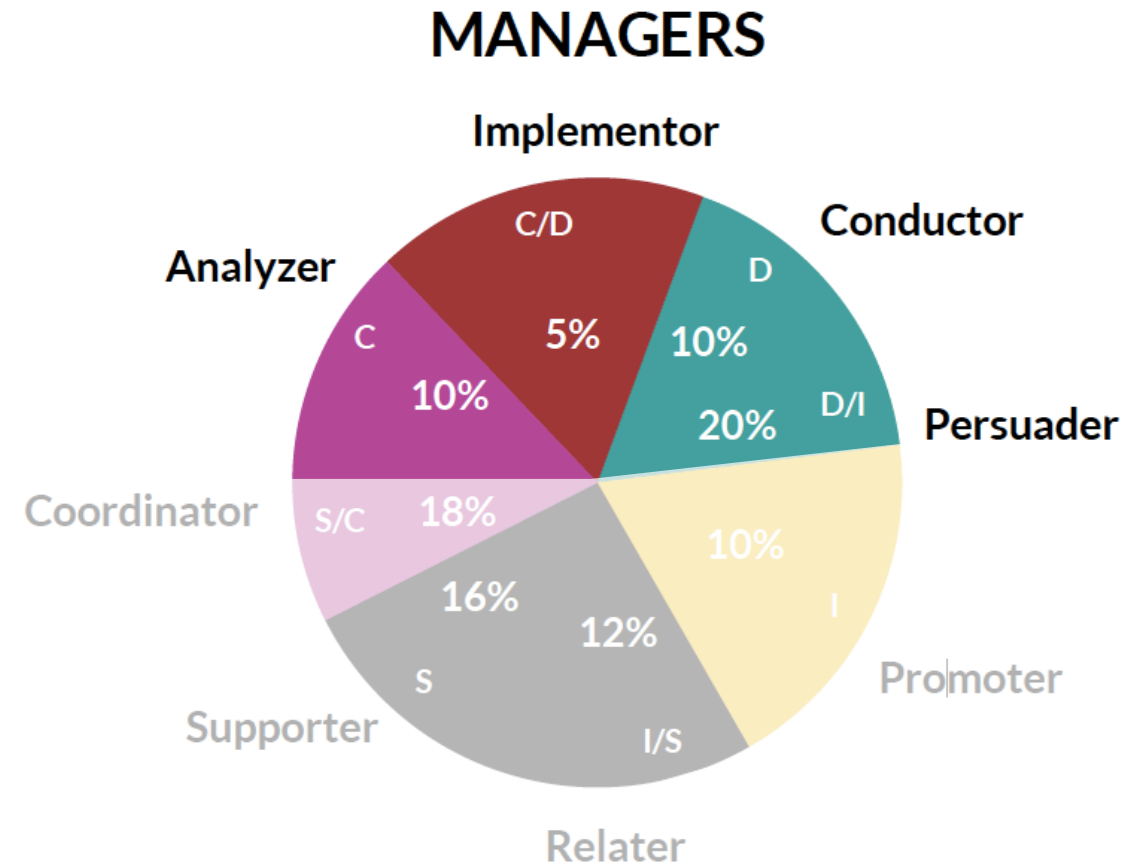
Only 35% of nonprofit executives are task-oriented and strategically focused.

EXECUTIVE BEHAVIORS



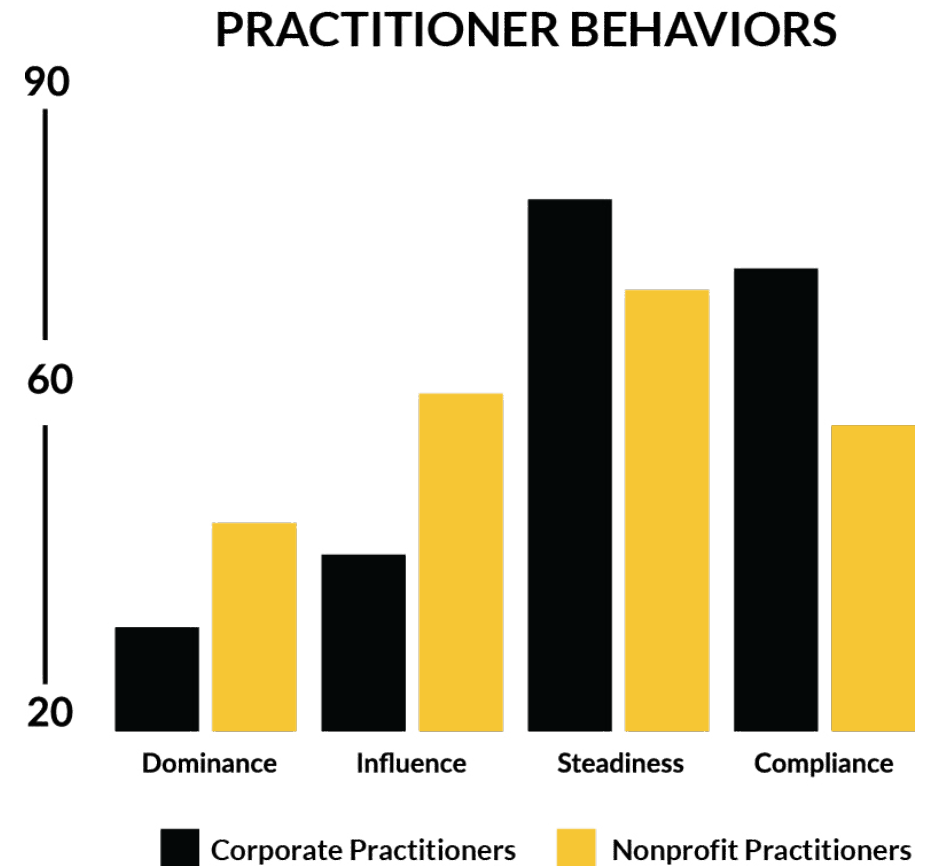
OPTIMIZING YOUR TEAM USING HUMAN DATA.

Middle managers are more **task-oriented** than executives (45% task oriented).



OPTIMIZING YOUR TEAM USING HUMAN DATA.

Practitioners are 83%
people-oriented and
only 17% task-oriented.



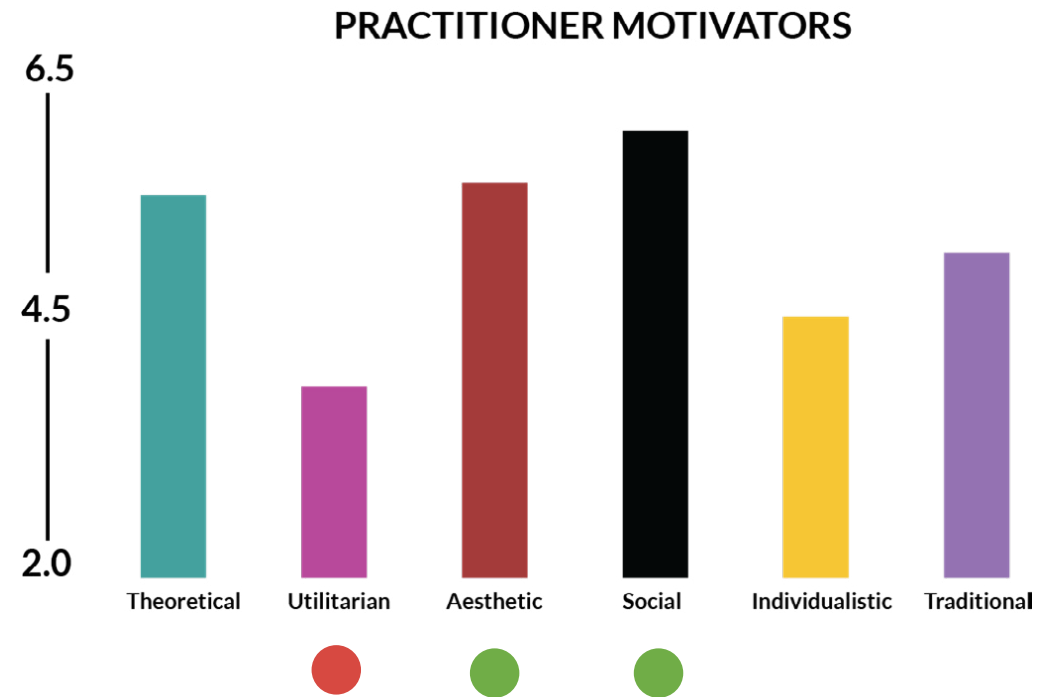
THERE IS A SCARCITY OF
RESOURCEFULNESS AMONG
FUNDRAISING PRACTITIONERS.



OPTIMIZING YOUR TEAM USING HUMAN DATA.

63% of nonprofit practitioners' motivations are **collaborative and altruistic**, lacking efficiency and effectiveness.

They are also **32% less resourceful** than national averages.

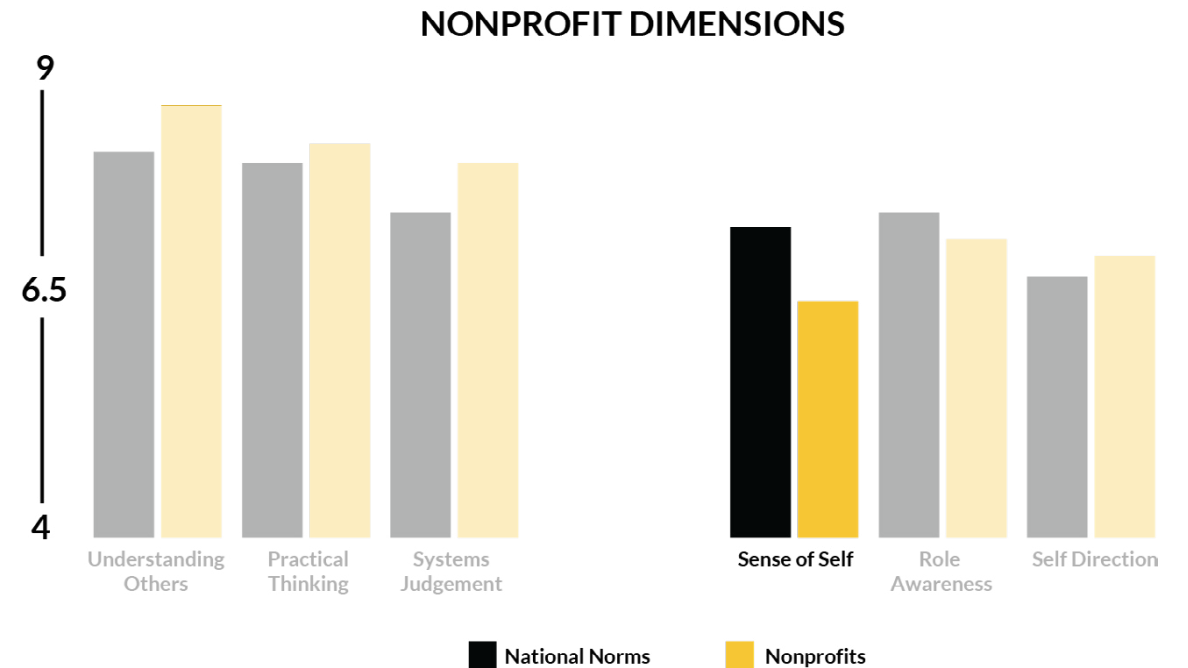


THE NONPROFIT INDUSTRY MAY
BE SUFFERING FROM **SELF**
ESTEEM ISSUES.



OPTIMIZING YOUR TEAM USING HUMAN DATA.

Nonprofit employees tend to have a lower sense of self.



Get the Free Research Study:
[NEXTAFTER.COM/HUMANDATA](https://nextafter.com/humandata)



Take the free version of the assessment
used in this study to see how you stack up to other nonprofits.

LifeThrive.com/free-assessments-1



QUESTIONS?



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