



My Leadership in Action Placement was at New Hampshire Family Voices (NHFV). NHFV provides free, confidential services to families and professionals caring for children with chronic health conditions and/or disabilities. They empower and inform families and professionals to feel confident when making choices for children and youth in their care.

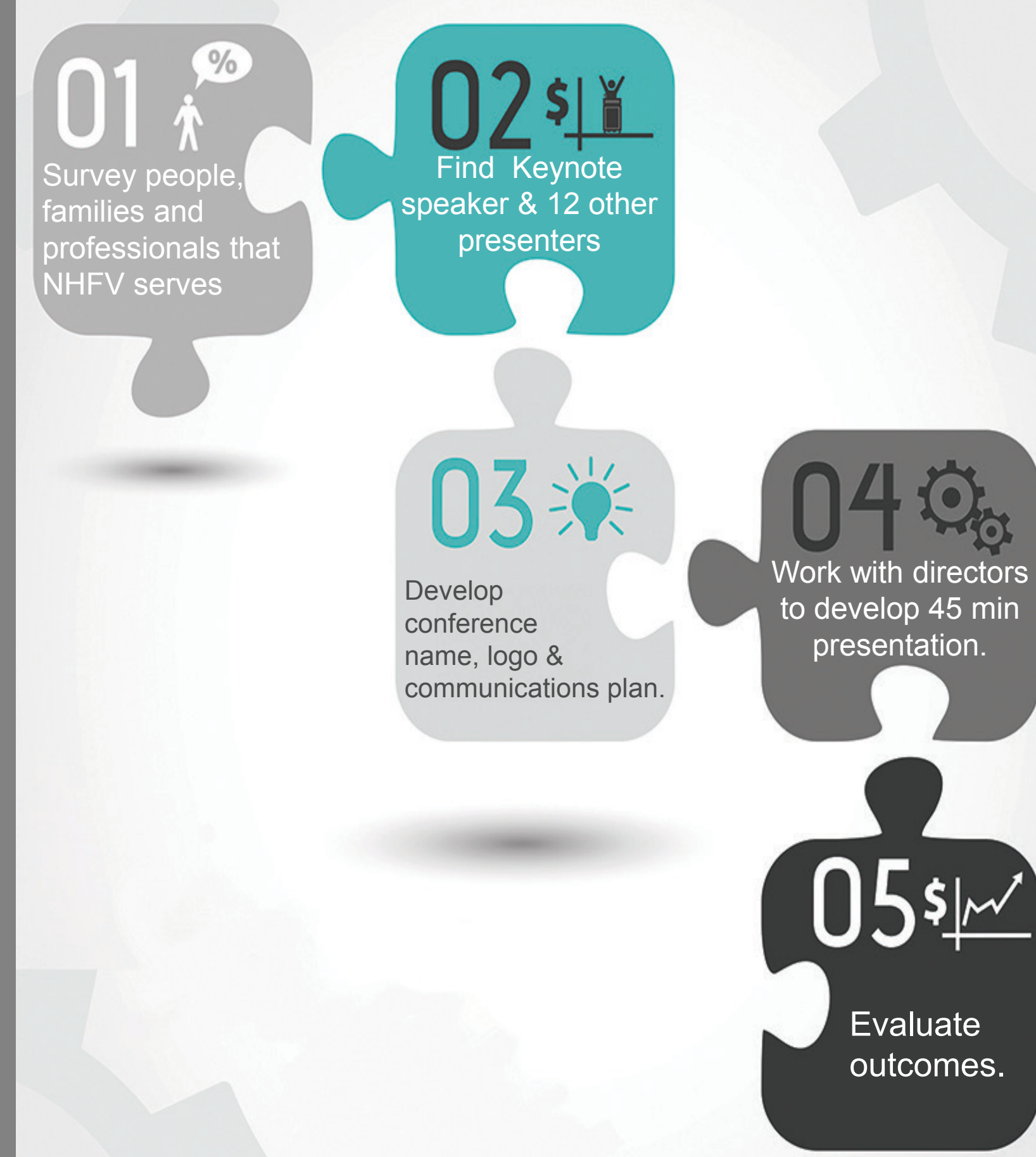


How are the missions of NHFV and LEND aligned?

Both NHFV and LEND:

- Work to improve the lives of children ages 0-21 and their families in the field of maternal and child health.
- Increase leadership capacity in the people advocating for this population through education and training.
- Aim to address health disparities in our region.
- Advocate for policy to support CYSHCN and/or disabilities and their families.
- Promote improvements in the system of care that serve children and youth with special healthcare needs and/or disabilities and their families.
- Endorse the concepts of person centered planning and the medical home.

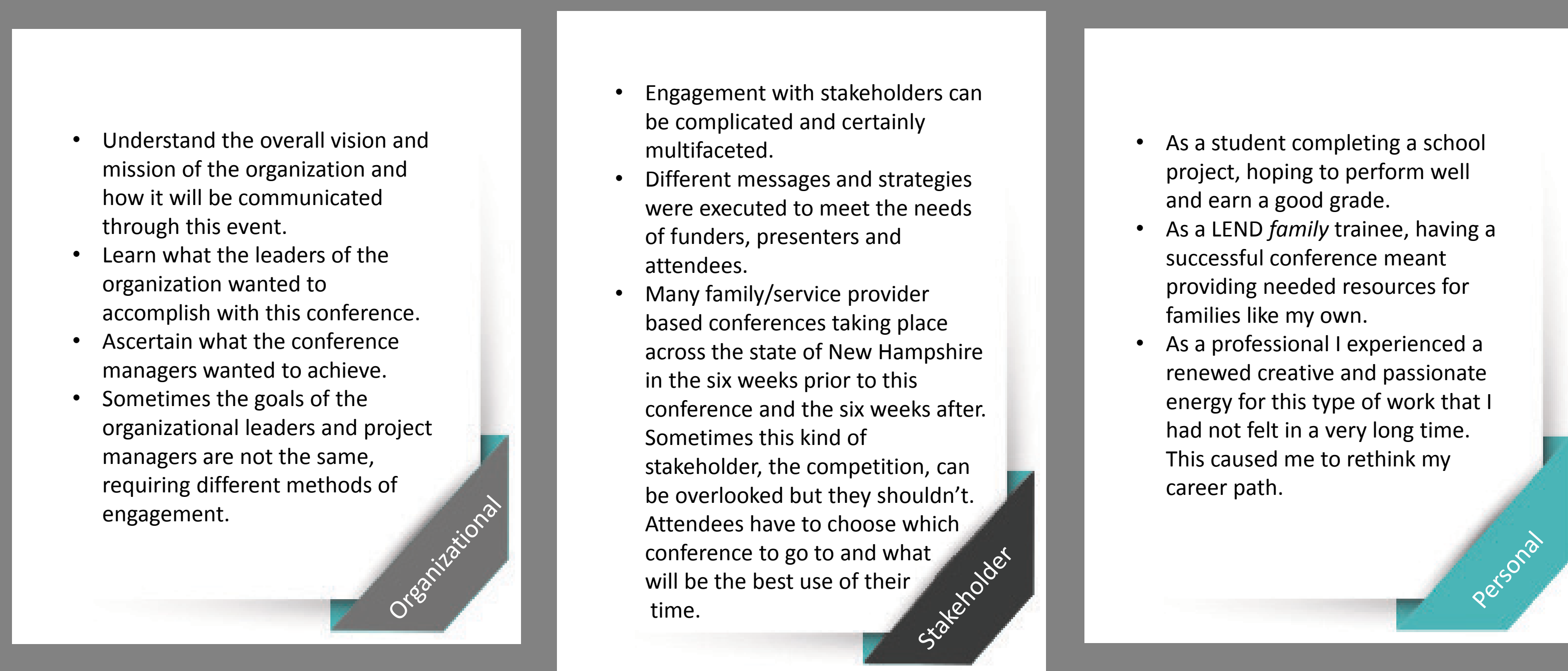
THE ASSIGNMENT



THE OUTCOMES

- 01 Attendance at this year's conference increased by 109%
- 02 91% of post-conference evaluations indicated attendees found the event and speakers to be "high quality, relevant & useful".
- 03 We received many requests for sessions to be longer or for the conference itself to be two days instead of one next year.
- 04 100% of participants in my breakout session said they learned something new.
- 05 Greatest common suggestion for improvement next year was to have coffee available all day.

THREE LEVELS OF ENGAGEMENT

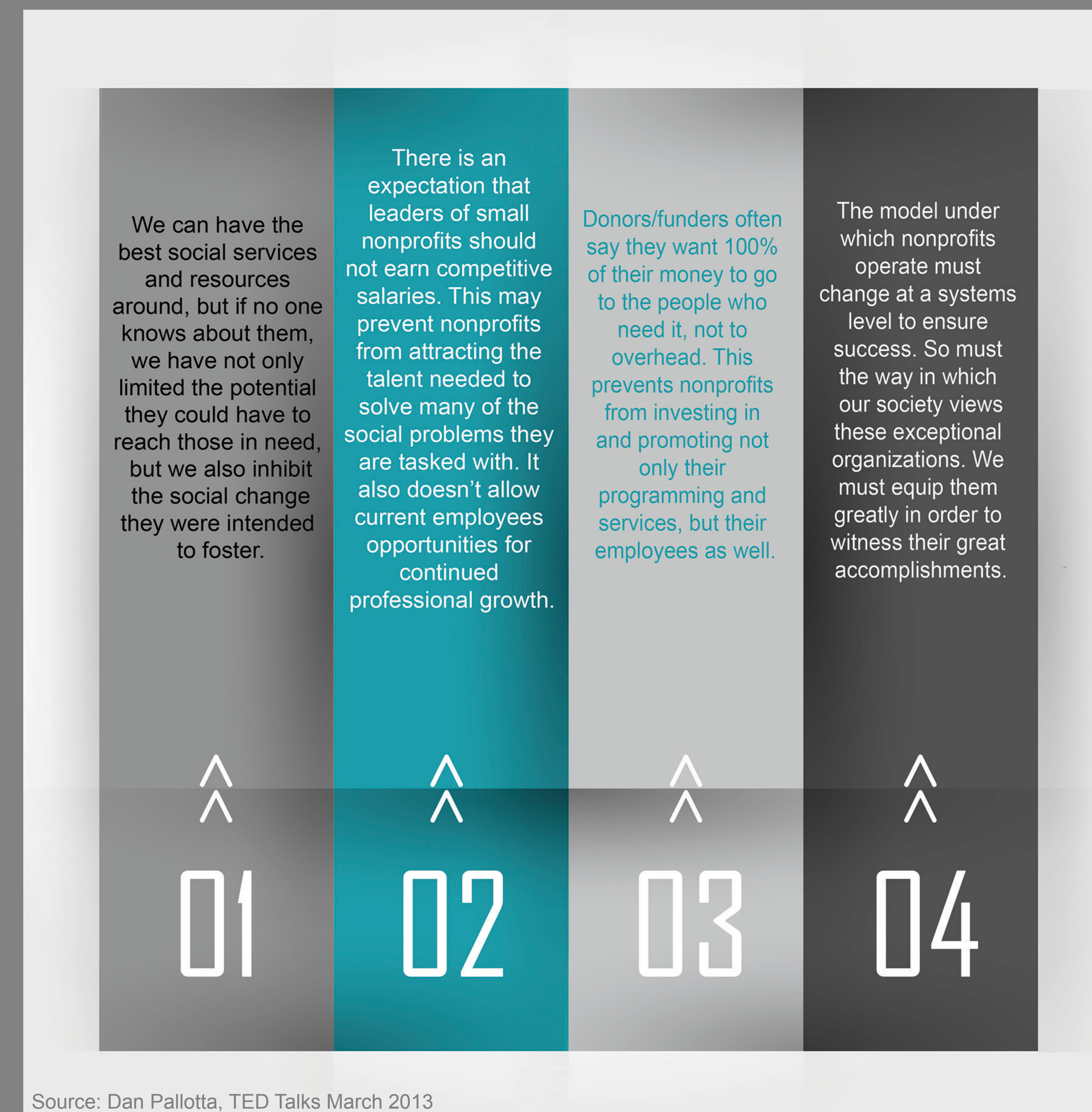


LEADERSHIP & INNOVATION REQUIRE RISK

LEADERSHIP OPPORTUNITY	RISK	OUTCOME
Finding an edgy, inspirational speaker that was gaining national momentum and would make the attendees want to come back next year.	She was very costly, it was just eight weeks before the conference, and I couldn't get a return call from her people.	Gave attendees an experience with presenters and workshops that will encourage their participation in this event for years to come.
Execute branding strategy and cohesive communications package.	They may not like these ideas or see added value in them.	Upon seeing the brand strategy, they began to see a new vision for the growth of NHFV. They approved it and plan to use this format next year.
NHFV said there were no funds for PR activities. Many PR strategies are free, they just had to let me try.	Press coverage might not have been possible because of short timeframe and no established relationships with editors.	Increased visibility and awareness for NHFV and PIC at no financial cost through public relations strategies that they can continue to use.
Put in well above the required 70 hours (approx. 120) so that suggested ideas could be shown in action.	Could be a waste of valuable limited time for myself as a student and the organization.	NHFV ended up offering me a job after seeing the result of higher level marketing communications.

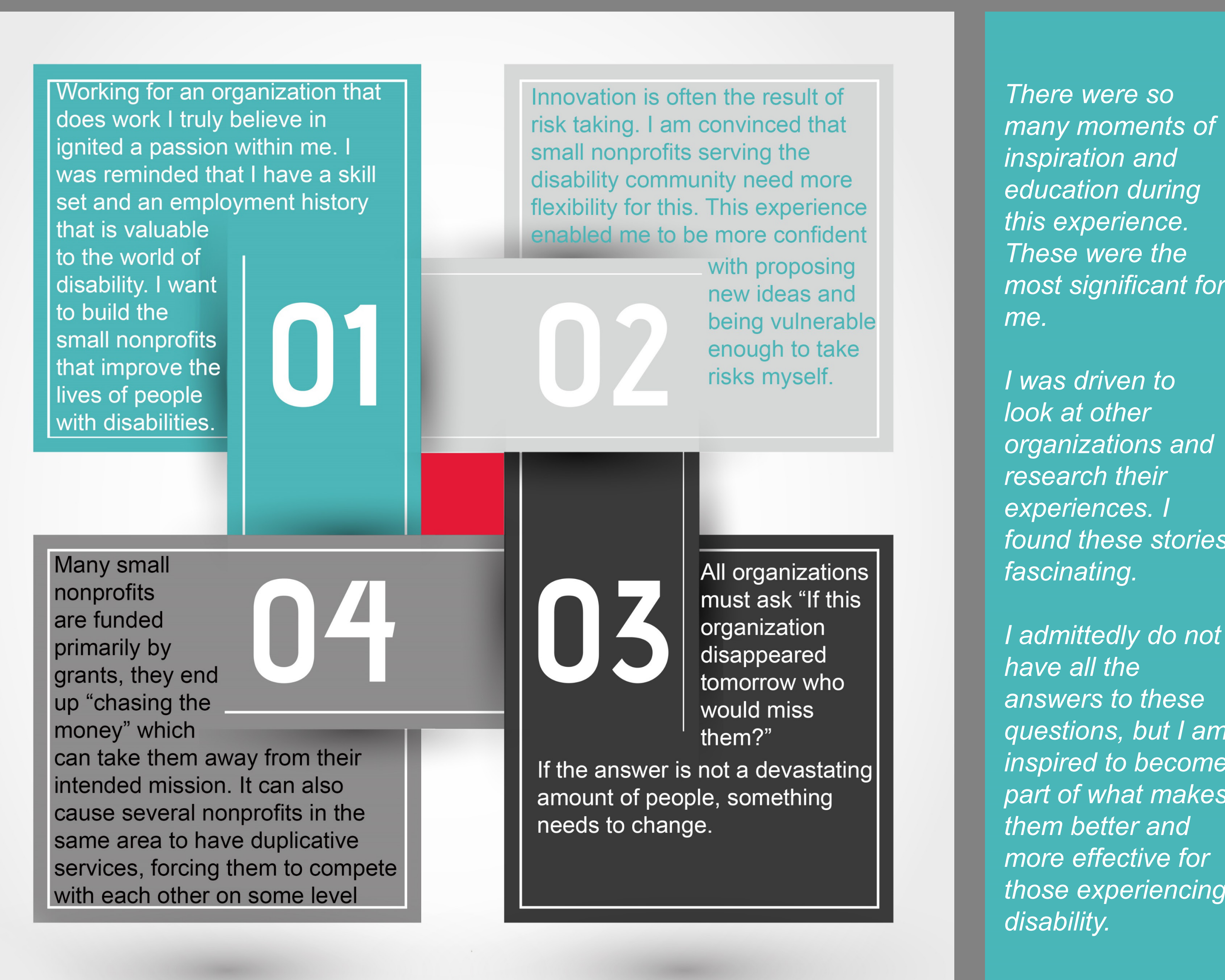
Vulnerability: All of these calculated risks could have resulted in a loss of personal and professional credibility with an organization I truly respected and believed in. As a student I could have earned a poor grade if this didn't go so well. In addition, NHFV had to be vulnerable too, to take a risk with a person they didn't know and grant me the faith and flexibility to show them what I could do.

CHALLENGES OF SMALL NONPROFITS



Source: Dan Pallotta, TED Talks March 2013

THE AH-HA MOMENT



TAKE AWAYS

Engagement is critical to growth personally, professionally and at an organizational level. There are many exciting ways to do this.

Innovation requires calculated risk and vulnerability. We have to adopt a growth mindset around innovation. Most innovation is not linear. We need to budget for the opportunity to try new things. Could funders see the value in this budgetary line item? How do we make this work?

A Gap in the system... Many nonprofits are structured in a way that doesn't foster success.

The US looks to nonprofits to solve some of our largest social problems, yet the structure under which many nonprofits operate is counterproductive to their mission. We need to think differently about the way we view nonprofits in order to design and execute big solutions.

Source: Dan Pallotta, TED Talks March 2013

I am truly grateful to LEND and New Hampshire Family Voices for this opportunity. It has allowed me to grow personally and professionally. The people I worked with during this time were truly inspiring. I am able to take what I learned as a LEND trainee and apply it to all areas of life. Thank you.

"It is no longer a world of controlling people, it's a world of unleashing people" – Stephen Covey

This is the crux of my vision for those who experience disability and their families. It is now time to unleash the organizations that turn our visions for the disability community into reality and allow them to reach their full potential.