

## **Strengthening Executive Leadership: A Holistic Workshop for Non-Profit Success**

**Facilitated by:**

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Dr. Gary Damon, Jr., *Pressure Point Consulting, LLC.*



## **Workshop Facilitators**

**DeShawn King, EA**

DeShawn "Shawn" King, a *federally licensed Enrolled Agent (EA)*, leads White Crown Accountant a tax firm specializing in tax representation services for matters before the IRS and State Revenue Department. Shawn brings over a decade experience in customer service, banking, corporate accounting, international finance, and nonprofit accounting to resolve tax complexities. He is the tax advisor to emerging small business owners and executives.



**Dr. Gary Damon, Jr.**

Dr. Gary Damon, Jr. is the President and CEO of Pressure Point Consulting a boutique firm supporting mission-driven small businesses and nonprofits nationwide. Dr. Gary leads diverse and complex organizations with more than 20 years of experience. He specializes in fund development, grant writing, on-demand interim leadership, technical support, program leadership coaching, and workforce development, serving clients in over ten states.

## Workshop Overview

**Goal:** Equip non-profit executives & finance leaders with critical skills for organizational success and long-term sustainability.

**Key Areas To Cover:**

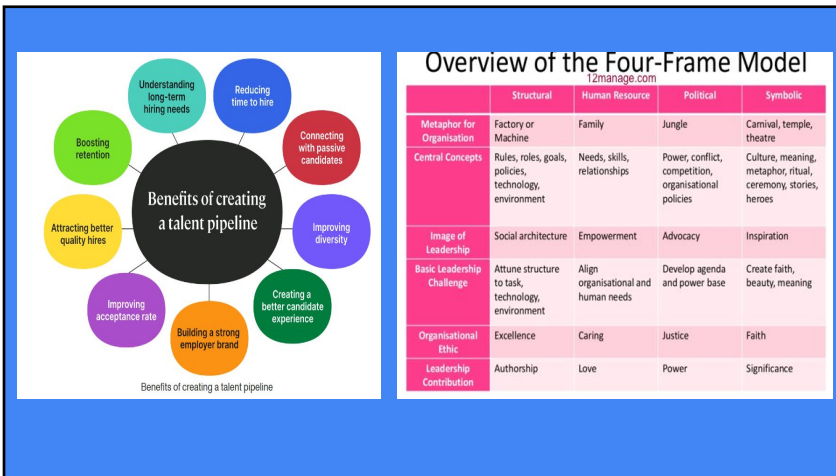
- ★ Talent pipeline development
- ★ Strengthening donor engagement strategies
- ★ Fundraising strategies from the treasurer
- ★ Form 990 and compliance
- ★ Leadership through a DEIB lens
- ★ Crisis management and emergency response

## Building an Internal Talent Pipeline

**Objective:** Identify and cultivate future leaders through an emerging leadership program.

**Key Strategies:**

- ★ Identify and cultivate future leaders:
  - Recognize high-potential employees early and provide opportunities for growth.
- ★ Foster a culture of continuous learning:
  - Encourage ongoing education, skill-building, and professional development across all levels.
- ★ Create mentoring and coaching programs:
  - Pair experienced leaders with emerging talent to provide guidance and support.
- ★ Promote from within:
  - Retain institutional knowledge and strengthen employee loyalty by prioritizing internal promotions.



### Overview of the Four-Frame Model

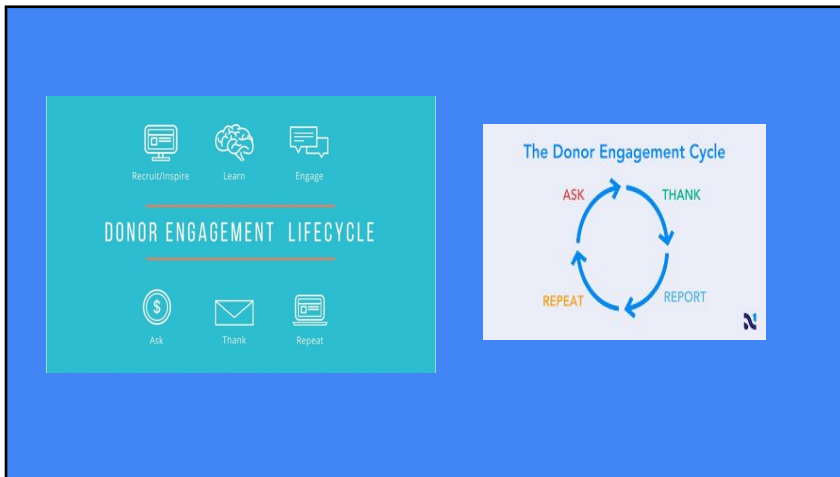
	Structural	Human Resource	Political	Symbolic
Metaphor for Organisation	Factory or Machine	Family	Jungle	Carnival, temple, theatre
Central Concepts	Rules, roles, goals, policies, technology, environment	Needs, skills, relationships	Power, conflict, competition, organisational policies	Culture, meaning, metaphor, ritual, ceremony, stories, heroes
Image of Leadership	Social architecture	Empowerment	Advocacy	Inspiration
Basic Leadership Challenge	Attune structure to task, technology, environment	Align organisational and human needs	Develop agenda and power base	Create faith, beauty, meaning
Organisational Ethic	Excellence	Caring	Justice	Faith
Leadership Contribution	Authorship	Love	Power	Significance

## Strengthening Donor Engagement Strategies

**Objective:** Strengthen relationships with donors and increase contributions.

### Key Strategies:

- ★ Personalize donor communication and stewardship:
  - Tailor outreach efforts to build meaningful, long-term relationships.
- ★ Leverage digital platforms and data analytics:
  - Use technology and data insights to better understand donor behavior and preferences.
- ★ Develop storytelling techniques:
  - Craft compelling narratives that clearly convey the impact of donor contributions.
- ★ Build donor communities and recurring giving programs:
  - Foster a sense of belonging through donor networks and encourage sustained support with recurring giving options.



## Financial Reporting, Form 990, & Compliance

**Objective:** Ensure transparency and accountability in financial practices.

**Key Strategies:**

- ★ Best practices in non-profit financial reporting:
  - Implement accurate and timely reporting to build trust with stakeholders.
- ★ Compliance with regulatory standards:
  - Adhere to legal and financial regulations to maintain credibility and avoid risks.
- ★ Internal controls and risk management:
  - Strengthen internal procedures to safeguard assets and reduce exposure to financial risks.
- ★ Enhancing board oversight:
  - Foster clear and effective financial communication to support informed decision-making by the board.

### White Hat

Data, facts information known or needed



### Red Hat

Feelings, hunches, instinct and intuition



### Black Hat

Difficulties, potential problems, why something may not work



### Yellow Hat

Values and benefits, why something may work



### Blue Hat

Manage process, next steps, action plans



### Green Hat

Creativity, solutions, alternatives, new ideas



## Fundraising Strategies from the Treasurer

**Objective:** Select relationships that align with the organization's values and operational requirements.

### Key Strategies:

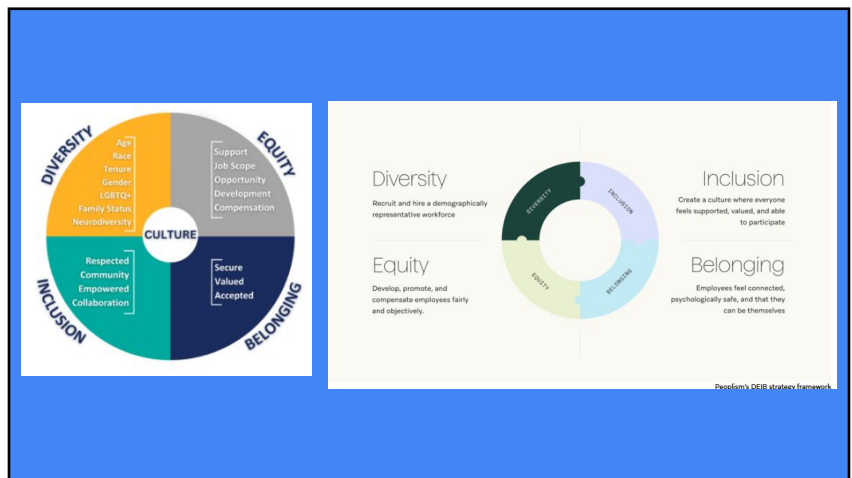
- ★ How are we evaluating event vendors? Cost-effectiveness vs. quality:
  - Balance affordability with the quality of goods or services provided.
- ★ How do I kick fear out my donor ask? Intention aligned with the mission and ethical standards:
  - Ensure relationships share your organization's values and adhere to ethical practices.
- ★ Did you make that call? Sustain long-term relationships with great internal communication:
  - Prioritize relationships capable of building sustainable, long-term partnerships.
- ★ Where do we go from here? Performance evaluation and feedback:
  - Implement regular assessments to provide performance updates according to the strategic plan.

## Leadership through a DEIB Lens

**Objective:** Foster leadership practices that value all voices and perspectives.

**Key Strategies:**

- ★ Embracing Diversity, Equity, Inclusion, and Belonging:
  - Integrate DEIB principles into leadership roles and organizational culture.
- ★ Engaging staff and communities:
  - Involve diverse stakeholders in decision-making processes to reflect a broader range of perspectives.
- ★ Cultivating an environment of belonging:
  - Create a space where every team member feels valued, respected, and heard.
- ★ Promoting leadership diversity and equitable opportunities:
  - Ensure diverse representation in leadership and provide fair pathways for career growth.

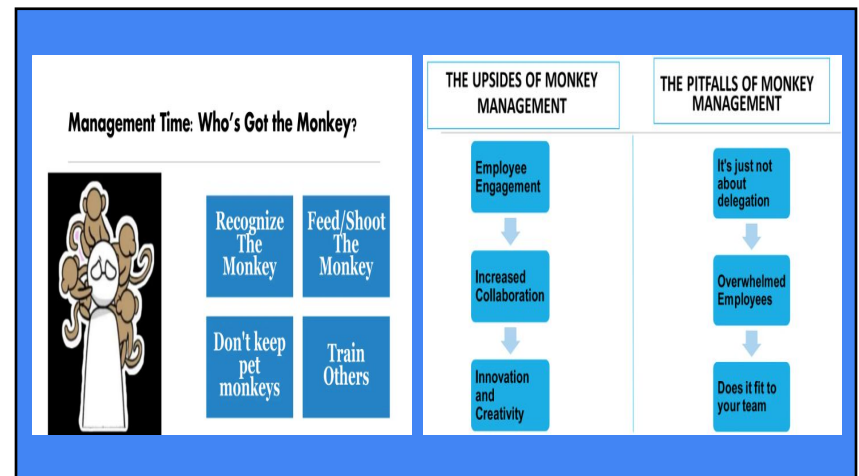


## Crisis Management and Emergency Response

**Objective:** Empower leaders to prioritize their personal well-being while maintaining effective leadership.

**Key Strategies:**

- ★ Setting boundaries and delegating responsibilities:
  - Protect personal time and ensure tasks are distributed among team members.
- ★ Time management and focusing on high-impact activities:
  - Prioritize tasks that drive the most significant outcomes.
- ★ Creating a personal wellness routine:
  - Develop habits that promote physical and mental recharge.
- ★ Building support systems and peer networks:
  - Foster connections with peers for support, especially in crisis management and emergency response situations.



## Interactive Activity

1. Form pairs or small groups of three:
  - a. Find a partner or two to team up with.
2. Select a key area:
  - a. Choose one of the key topics covered during the session to focus on.
3. Discuss:
  - a. You will have 10 minutes to explore how you can apply one or more of the strategies in your organization.
4. Prepare to share:
  - a. Be ready to briefly present your group's ideas with the larger group after the discussion.

### Key Areas To Cover:

- ★ Talent pipeline development
- ★ Strengthening donor engagement strategies
- ★ Financial reporting, Form 990 and compliance
- ★ Vendor selection and evaluation
- ★ Leadership through a DEIB lens
- ★ Crisis management and emergency response

## References

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6. [What Is a Talent Pipeline? | Untapped](https://www.untapped.com/)
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## Contact Us

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## Question & Answer

Thank you

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