



[Click to view this email in a browser](#)

Redefining Success with Petra Learning

Third Quarter 2015



IN THIS EDITION

Challenging the mission

What do non-profit organizations really need from leaders? While there will always be a need for funding, there's another need that's even more vital to the non-profit organization if it's going to succeed. What exactly is that vital? Learn about the vital role of leaders within non-profit organizations.

Local Business Spotlight

Petra was recently featured on a local business spotlight for 98.9 FM The Answer. Click on the link at right to listen to the interview. Conducting a live interview (no retakes) was quite interesting.

Challenging the Mission

Petra and You

Check out this [video](#) to learn more about Petra Learning LLC.

Petra on the Radio

[Listen to our local business spotlight.](#)

Contact us at:

info@petralearning.com to discuss training needs, book training events, or request additional information.

Podcast Series

Check out our latest podcasts:

"Are You Neglecting Your Employees (For Non-Profit Leaders)"

"Growing People By Saying No"



Is there a clear purpose?

While non-profit organizations will always need leaders that are able to bring in funds, there's an even more pressing need that often goes overlooked. If this need is not met, bringing in the funds becomes even more difficult. The question that every non-profit has to be able to answer in a single sentence is this:

Why do we exist?

Too often, when this question is asked, the answer centers around programs that are offered. Running a shelter is one of the services that you provide but why do you exist? Providing counseling to homeowners in financial trouble is one of the programs that you offer but why do you exist? The answer to this question should allow people to know:

- The problem that you're addressing
- How society is made better by your existence

Programs may come and go, but your reason for existing should be evergreen. It should last until the issue that you're addressing is eradicated.

Is the purpose easy to understand?

The answer to why you exist should be easy for the average person to understand. If your statement of

"Integrated Faith"

"Setting Boundaries"

Listen to these podcasts for motivation to do what you already know you need to do.

For these podcasts (and previous ones), [click here](#)

NEW BOOK

Stay tuned for the release of Tiffany's first book:

The Power of Rest: How to Stop Doing, Start Being, and Soar Through Life.

This book is all about making the changes necessary to experience an abundant life, right now, today. You don't need to wait for retirement. You don't need to wait until your children are grown. You don't need to wait until you have your business in a stable state. There are steps that you can take right now to experience the life that you were meant to have. So add the book to your must read list. You won't regret it.

If you would like to see books on my reading shelf,

existence requires additional background to understand then its either too complex or too vague.

I can understand "why exist to end homelessness". No further explanation is needed.

But, what does it mean when you say that you exist to educate and enlist humanity to protect and restore the quality of the natural and human environment? What all is part of the natural environment? What all is part of the human environment? What happens when their are tensions between protecting the natural environment and restoring the quality of the human environment? This statement raises so many questions. With that many questions, how do you evaluate whether programs or services further your mission? More importantly, how do the leaders in your organization (whether employee or volunteer) make this decision?

So What's My Role In All of This?

It's really simple, you're role is to challenge the mission. Is it clear? Is it easy to understand? Is it sufficiently defined to guide programmatic decisions but not prescriptive?

If the answer to any of these questions is no, then you have an obligation to have the difficult conversation regarding mission. If it's not clear to you, and you're involved in the organization, how can it possibly be clear to those not involved within the organization?

Make it easy for people to buy into the organization by making it easy for them not only understand why you do what you do, but also agree that it's important that you do.

connect with me on
[Goodreads.](#)

Tools and Resources

To develop additional skill sets that will allow you to operate differently, check out these product offerings from Petra:

[Petra's Transformational Learning Lab](#)

Tel: (412) 216-0376

Email: iinfo@petralearning.com

If you no longer wish to receive these emails, please reply to this message with "Unsubscribe" in the subject line or simply click on the following link: [Unsubscribe](#)

[Click here](#) to forward this email to a friend

Petra Learning LLC
7348 Pueblo Court
Dublin, OH 43017
US

[Read](#) the VerticalResponse marketing policy.

