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ORGANIZATIONAL  
LEADERSHIP

# FLOURISH NEWSLETTER

## IN A DRY AND WEARY LAND: NON-PROFIT LEADERSHIP PRO TIP

If you live in the non-profit world these days, you may be feeling a little bit crunchy. We are all aware of the reasons; how about some solutions?

**Focus on you!** As a leader in this environment, you are under a great deal of stress, and YOU HAVE TO PUT ON YOUR MASK FIRST! This means talking with a trusted person about your worries - really talking it through.



Don't go  
this alone



**Engage the Power of Relationship.** Now is the time to connect with your close friends, your partner, and your children. They know you're stressed, and “letting them in” is the best way to engage the power of relationship.

**Support Your People.** Foremost, this step should be about connecting with your staff in meaningful ways. Also, get them to 1) and 2).

**Don't Chicken-Little This!** Focus on an executable plan for your team: Board of Directors inclusion (don't go this alone!), solid program operations, funding diversification, and downsizing (if you must) in a strategic and human-centered way.

To sail to a goal, you  
need to plot a course.  
What's the plan?

**This too shall pass.** I do mean that.  
The trick for non-profit flourishing in the dry and weary time is to think strategically and long-term.



**Flourish**  
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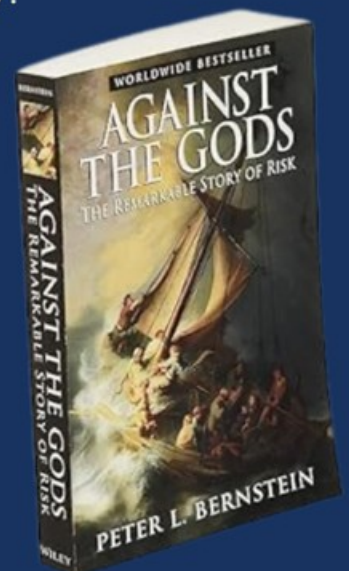
# Beth & Tim's Book Looks

## **Against the Gods:** The Remarkable Story of Risk

**MAIN IDEA:** The issue of risk impacts us every single day - whether you are a business leader, young professional, or just trying to raise kids who can get through a day at school! This book is a look back in time at how individuals and organizations deal with risk. It marks the radical shift away from a visit to the oracle at Adelpi for the Greeks to the scientific exploration of probability. Covering Game Theory deployed by military strategists, insights on casino gambling, ideas about playing the stock market and business strategy, the author provides a peek into the ideas, people and science of managing risk.

**COOLEST PART:** Prospect theory: We are not risk averse, we are loss averse. Bonus super nerdy idea is the St. Petersburg Paradox - a conflict between the infinite pay off of a coin-flipping game and the small amount people are actually willing to pay to play.

**Why read this book?** Well, let's be honest, we're not sure that you would unless you **a)** really like math, **b)** really like history, or **c)** really are out of good romance novels! It's not that it is a bad book; it is really great. It's just that, for the typical business reader, the benefits don't outweigh the risks!



# WHY COACHING WORKS



My first brush with coaching was not exactly helpful. I was 7 years old and my little league baseball team coach was a really nice guy but he didn't do much beyond getting our crew of nine out onto the field at the "Play Ball!" call. The reality is that all of us can benefit from some skilled coaching!

A recent study in *Frontiers of Psychology* points up the benefits of executive coaching. The study found significant positive effects for specific outcomes relating to self-efficacy, psychological capital, and resilience. Ok, great! But how do I know it will work for me?

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## The "Why" Of Coaching Success Is Based On 3 Structural Elements:

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**Distinctive self reflection.** Most of us are lucky enough to have people around us who will listen; friends, partners, co-workers. And, outstanding coaches offer a mix of "distance from the personal", expertise with specific approaches, and their own professional experience that enhances capacity to assist individuals with uncovering insights about their thoughts and behaviors related to growth.

**Perspective on Practice.** The group of people we noted above can't be objective with us for a variety of reasons. A skilled coach offers a unique and valuable vantage point on our personal and professional challenges and behaviors. Their expert sapience (ability to understand the inner workings of situations) is the secret sauce!

**Space to Explore Change.** Charting a new course is daunting whether it is personal or career related. Having the focused space to discuss and examine plans for moving ahead makes the coaching experience uniquely transformative.

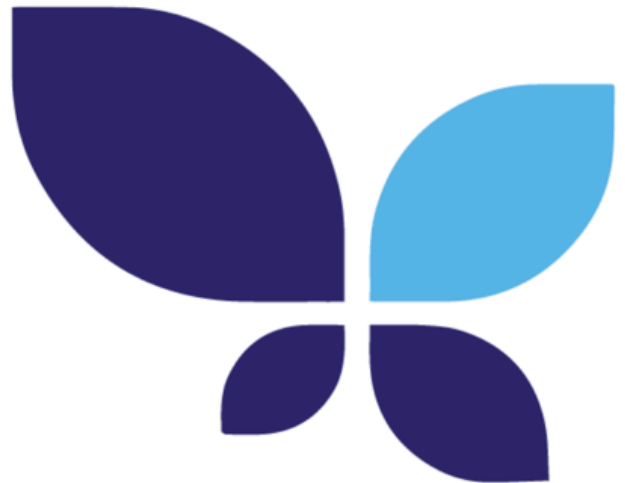
*Highly effective coaching is custom fit to your needs; not a boxed formula designed for everyone. No disrespect to all those aspiring little league coaches but, "We've come a long way, baby."*

**Curious what wins are waiting?**



# ONE LAST THOUGHT...

"PROGRESS ALWAYS  
INVOLVES RISK; YOU CAN'T  
STEAL SECOND BASE AND  
KEEP YOUR FOOT ON FIRST."  
-FREDERICK WILCOX



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