

## Strategic Leadership Essentials

*Achieving greater results by integrating Strategy, Leadership & Communications*

Today's organizations face tremendous challenges with increasing demand, greater competition and often limited resources. Leaders are looking for ways to address these challenges, stay innovative and relevant, and grow their capacity to better serve themselves and their communities.

**Strategic Leadership Essentials**<sup>®</sup> (SLE) is the only leadership development program that explores the integration of personal leadership approach with an organization's strategic direction and strategic identity and how they are connected. Specifically designed for nonprofit executives, the goal is that through alignment of these three areas, they will become stronger leaders, advance their organization's mission and develop their people to achieve greater results.

### Strategic Leadership Essentials™



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Course leaders Craig Snook and Jane Baxter Lynn both have extensive global experience in for-profit and nonprofit leadership, with backgrounds in strategic planning, leadership development and communications. They developed this affordable, hands-on program because they recognized that too often leadership development and strategic planning are taught in isolation and communications (positioning, messaging, branding and stakeholder outreach) is rarely, if ever, taught within the context of leading an organization.

Both passionate about helping nonprofits to succeed, they believe that combining these three areas and addressing the fundamentals – not only the “What and How”, but also the “Why” - is essential for achieving a successful future. “What we want is for them to achieve a change in perspective by focusing on the fundamentals. We see people re-energized, excited about the future, and leave with a different way of what they are doing, while already seeing the benefits.”

Limited to 14 participants each time, the program includes a one and a half day workshop (full day Friday and Saturday morning), followed by two coaching sessions. Further mentoring is available to assist participants in achieving their desired leadership and organizational enhancements as needed.

During the workshop participants assess their role as a leader and develop a framework for enhancing their organization's performance. The intention is not to add to their workload but rather to have down-to-earth, purposeful discussion of the opportunities and challenges they are facing and provide them with guidance to become a more effective leader, now and in the future.

### Participants will:

- Enhance or reinforce their leadership skills
- Learn to better manage their organization's strategic direction to guide overall planning and daily decision making
- Discover that clear, consistent communications are key to engaging and inspiring stakeholders.

They leave with immediate actionable outcomes, ongoing accountability and with the knowledge and tools to better align their organization's mission and strategic plan with effective leadership approaches. They are better able to: define priorities; decide what to react to, and when to say no or yes, along with pointers to develop the untapped potential of their Board, volunteers and staff. We provide the environment to develop peer group relationships that will continue after the course is over.

**The Format:**

The full package includes a one and a half day intensive workshop followed by two personalized coaching sessions.

The course covers:

- Strategic Leadership – your role and personal growth
- Your organization's strategic direction and you as a leader - achieving clarity from complexity
- Strategic Planning – the “What, How and Why”
- Strategic identity (positioning, messaging, branding and communications)
- Translating strategy into effective action

**We provide the learning environment for participants to:**

- Further their personal leadership development
- Discuss the fundamentals and applications involved in developing a strategic direction
- Build knowledge and broaden perspective to enable more informed decisions and clearer action
- Become more strategic in day-to-day operations and better prioritize actions
- Collaborate and explore ideas with peers to enhance leadership performance
- Gain effective resources to move the strategic planning process forward
- Effectively communicate the strategy and clearly and consistently deliver the organization's message.

**Cost:**

\$215 (early bird \$195) – inclusive of workshop and two one hour customized coaching sessions.

Follow on services are available for additional fees dependent on the nature of the support.

- Internal strategic organizational assessment
- Strategic planning facilitation and development
- Assistance with positioning and messaging – clarity, consistency and relevance
- Communications, marketing and social media strategic plan development
- Individual leadership coaching
- Team leadership coaching

For further information, please contact either Craig Snook (e-mail [CS@jblstrategies.com](mailto:CS@jblstrategies.com) or 512-757-2496) or Jane Baxter Lynn ( [JBL@jblstrategies.com](mailto:JBL@jblstrategies.com) or 512-529-7685).

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## Strategic Leadership Essentials®

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**Strategic Leadership Essentials®** program creators Craig Snook and Jane Baxter Lynn of Austin-based JBL Strategies have extensive experience in both for-profit and nonprofit leadership, with backgrounds in leadership development, strategic planning and all aspects of communications. They both actively volunteer in leadership positions for a variety of nonprofit organizations.



**Craig Snook** has a passion for helping leaders grow and develop through proven techniques to strategically lead their organizations. A dynamic speaker, trainer and presenter, Craig employs clarity, innovation and humor to deliver workshops to diverse audiences at all organizational levels. With over three decades of experience in global leadership and strategy development in both the for-profit and nonprofit sectors, he is skilled in leadership coaching and remote team management with proven success. His involvement in leadership development has ranged from individuals to senior management teams at the Dow Chemical Company. As a consultant with Executive Service Corps of Houston, an organization designed to promote best management practices in nonprofits, he delivered strategic planning and organizational assessment skills in the community.

Craig is Board Chair for EcoRise Youth Innovations, Board Chair at VELA, and past Board Member of the Caporal Assistance Network, three Austin area nonprofits.



**Jane Baxter Lynn** is a passionate advocate for sustainability, whether in buildings and urban growth, personal development or organizational success. She is an experienced strategic planner, facilitator and communications specialist with over thirty years in public relations, communications, marketing, business development and association management. During her career, she has worked in leadership positions for Fortune 500 companies, industry and nonprofit associations, quasi-government organizations, and as a strategic business advisor. Her non-profit work has involved serving in leadership positions both as a volunteer and as executive staff. She has extensive experience in leadership and organizational development and has gained a solid reputation for providing effective strategic counsel.

As Principal at JBL Strategies, a Central Texas-based strategic advisory business, Jane works with clients to help ensure the long-term sustainability of their organizations. Her mantra is clarity, consistency and relevance. She focuses on organizational management, positioning and messaging, as well as partnership and alliance building. Jane currently serves as vice chair on the Board of Directors of the U.S. Green Building Council Central Texas-Balcones Chapter and on the USGBC Texas State Advocacy Committee; the Advisory Council of the Wine & Food Foundation of Texas, and the Women Communicators of Austin's Career Services Committee, as leader of the mentorship program, for which she won the WCA Gene Waugh Mentor Award in 2014. She is also a National Wildlife Federation Habitat Steward and co-host of the Canine Companions for Independence Annual Texas BBQ to raise funds to provide exceptional service dogs to Wounded Veterans and children with disabilities.