

**Creating Organizational Success  
SNAP Presentation by Hardy Smith  
January 14, 2009**

**Benefits of Organizational Planning:**

**Too many don't do it**

**Where do you want organization to be? Where are you going?**

**Succession Planning:**

- **Make a decision**
- **Have a process**
- **Develop a leadership pool**
- **Preparation of future leaders**
- **Helping your current leaders be successful**

**Maximizing Your Events:**

- **Why planning makes a difference**
- **Identifying additional opportunities**

**Effective Marketing:**

- **Developing your message**
- **Delivering your message**
- **Positioning your cause in the marketplace**

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**Does your organization actively engage in formal planning exercises?**

**What planning activities would benefit your organization?**

**Identify your organization's primary goals:**

**What are the specific action strategies being used to achieve those goals?**

**Is your organization achieving its desired goals?**

**If not, why? And what corrective action is being taken?**

**What are greatest challenges your organization faces?**

**Identify the solutions needed to overcome those challenges:**

**What are specific strategies to implement your identified solutions?**

**For increased effectiveness, what internal functions does your organization need to improve?**

**Is there a plan (and timetable) for making improvements?**

**What personal development would enhance your productivity and leadership performance?**

**Does your organization have a process for identifying individuals with leadership potential?**

**Identify potential candidates to be included in your leadership pool:**

**What leadership development opportunities does your organization utilize?**

**How can your events be used as leadership development opportunities?**

**How can your events be used for sponsorship development?**

**What planning activities are utilized to ensure maximum success for your events and activities?**

**How can your events be used to market your organization's cause?**

**How can your events be used to assist in recruitment of new volunteers/board members?**

**Who are your organization's communication targets?**

**What messages are being communicated to each target?**

**How are those targets being reached?**

**Are your communication messages producing desired results?**

**Is your current marketing activity generating desired results?**

**If not, what changes are needed?**

**What marketing activity can be implemented that is not currently being used?**

## Resources

### **Books:**

*Little Black Book of Connections* by Jeffrey Gitomer

*Willie's Way, 6 Secrets for Wooing, Wowing, and Winning Customers and Their Loyalty* by Phillip Van Hooser

*Branding For Dummies* by Bill Chiaravalle & Barbara Findlay Schenck

*Cause Marketing for Nonprofits* by Jocelyne Daw

*Creating Your Future, Personal Strategic Planning for Professionals*  
by George Morrisey

*A Guide to Strategic Thinking* by George Morrisey

*The Carolina Way, Leadership Lessons From A Life In Coaching*  
by Dean Smith

### **Free email newsletters:**

Pam Lontos (public relations, publicity ideas)

Contact: newsletter@prpr.net and request being put on list.

Jeffery Gitomer (tips on selling, relationships & networking)

Visit his website at: [www.gitomer.com](http://www.gitomer.com) and sign up for "Sales Caffeine"

Dave Timmons (Leadership Tips)

Contact: [dave@davetimmons.com](mailto:dave@davetimmons.com) and request to be put on newsletter list.

Hardy Smith (Hardy's Tips For Nonprofit Success)

Contact: [hardy@hardysmith.com](mailto:hardy@hardysmith.com) and request to be put on newsletter list.

### **Other Resources:**

[www.hardysmith.com](http://www.hardysmith.com) see articles page

Small Business Development Center at Daytona State College

Ned Harper 386-506-3579

## Hardy Smith

Hardy Smith has a proven record for showing nonprofit organizations how to achieve higher levels of success.

As a speaker and trainer his results-oriented approach is based on more than 30 years of experience working in the world of NASCAR racing. His in-depth understanding of the needs of nonprofits comes from extensive involvement with nonprofit, volunteer based, and community groups nationwide.

Hardy is particularly effective in the areas of energizing board members, creating engaged boards, developing volunteer leadership, increasing organizational effectiveness, organizing events, organizational planning, and motivating volunteers.

Nonprofit and volunteer leaders nationally benefit from his monthly newsletter *Hardy's Tips For Nonprofit Success*.

He was named 2007-2008 member of the year by the Central Florida Chapter of the National Speakers Association. Florida's network of Small Business Development Centers selected Hardy as one of their 30<sup>th</sup> Anniversary "Small Business Success Stories."

Learn more about Hardy Smith and his ability for creating nonprofit success by visiting his website at [www.hardysmith.com](http://www.hardysmith.com)



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**Evaluation**

- 1. How would you rate today's session?**
- 2. What part of presentation did you find most helpful?**
- 3. What topics would you like to hear more about?**
- 4. How would you rate the speaker?**

**Name:** \_\_\_\_\_

**Organization:** \_\_\_\_\_

**Email:** \_\_\_\_\_

\_\_\_\_\_ **Please sign me up for free email newsletter,  
Hardy's Tips For Nonprofit Success**