

You're part of  
a non-profit  
because you  
want to make  
a difference.



Well, *are* you  
making a  
difference?

ALAN D. BECKER, M.B.A.

ONE-ON-ONE COACHING FOR PEOPLE  
AT NON-PROFIT ORGANIZATIONS

## **NON-PROFIT FRUSTRATION QUIZ**

### **True or false?**

- 1.** Everybody feels overworked.
- 2.** Nobody seems to be able to make decisions.
- 3.** Budget gaps are a fact of life around here.
- 4.** Our meetings are a waste of time.
- 5.** The board/director/staff aren't doing their job.
- 6.** The board/director/staff are burned out.
- 7.** Everybody's got a different vision for this organization.
- 8.** We've got a common vision, but we can't seem to fulfill it.
- 9.** We're not keeping up with the way the world is changing.
- 10.** We're not planning for the future.

**If any of these statements ring true for you, your non-profit could profit from coaching.**

With Alan Becker as your coach, you can strike down the roadblocks that keep your organization from running at full capacity. You can clarify goals and fulfill them. Maybe you'll even accomplish things you never dreamt you could before. Whether you're a director, a board member, or on the staff of a non-profit, Alan Becker can help you pinpoint the real causes of frustration in your organization—and set an agenda for overcoming them.

What's more, it all costs less than you might expect.

## WHY COACHING WORKS

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**Your own solutions:** Because coaching is centered on your unique understanding of your organization, it helps you find solutions that you can execute and maintain on your own. That focus on your own strengths can make working with a coach significantly more cost-effective than hiring a consultant.

**Follow-up:** Whereas seminars, courses, and board retreats are onetime events that generally leave you with all the responsibility for taking action, your coach sticks with you until you reach your goals. Coaching motivates you and keeps you motivated. It gives you the power to put your ideas to work—instead of putting them at the bottom of your list.

**Avoiding isolation:** Non-profit directors in particular may feel pressure to supply all the answers on their own. A coach can help you refine your ideas and predict the response you'll get. Alan Becker's 30 years of experience with non-profits make him an effective sounding board.

## WHAT TO EXPECT

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**Initial appointment:** We'll start by meeting in person to discuss your goals and decide how to work together to achieve them. We'll set priorities, outline a plan of action, and establish a time frame that will support the results you want.

**Weekly phone sessions:** Weekly half-hour phone sessions are the engine of coaching. Over the course of the sessions, you'll gain a sense of control over the challenges your organization faces, renewed enthusiasm for its potential, and the confidence to apply your values to your work.

**Board retreats:** A board retreat can be a productive way to jump-start the coaching process. It gives all board members an opportunity to focus their attention on the same issues. Coaching then helps the designated leader follow through on the ideas raised and decisions reached at the retreat.

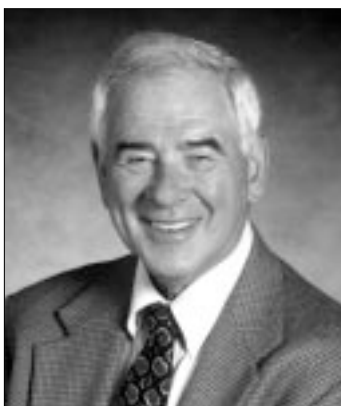
"I had some thoughts about what we needed to achieve, but very little idea where or how to begin. Alan's insightful questions helped me develop a plan and call that first donor. Then, by helping me understand what made that call so successful, Alan gave me the confidence to take the next steps. . . . With his business background, Alan was enormously helpful in showing me how my own business experience enhances my work here, and that also gave me confidence. . . . Increasing board participation and creating effective committees is an idea I've been thinking about for a long time: I often feel as if I'm a one-man organization with a huge cheering section. When Alan raised the subject, it finally brought that goal into the spotlight. Now that I'm tackling the problem, I can anticipate our needs so we don't get caught short later in our campaign."

—Byron W. Leydecker, chairman,  
Friends of the Trinity River



"The board retreat that Alan Becker facilitated for us last fall helped us identify the issues that most need our attention. He walked us through an analysis that was particularly useful in helping us see that we are a successful organization and that we need to build on our success. . . . Alan's coaching sessions with the head of our fund-raising committee have been critical in organizing our new fund-raising campaign. The campaign was one of the suggestions that came out of the retreat; without Alan's ongoing advice and support, I fear it might have gone the way of so many good ideas that never actually get implemented. . . . I have noticed a new energy and commitment among the board members since the retreat and the follow-up work. That makes my job as board president much easier and more rewarding."

—Lara Iglitzin, president,  
Friends of the Philadelphia String  
Quartet/Olympic Music Festival



**Alan Becker** brings impeccable credentials to his coaching work: an M.B.A. from Harvard University and more than 30 years of experience coaching, advising, directing, and managing both businesses and non-profit organizations—including 20 years as a volunteer and eight years as a professional in the non-profit field. Alongside a successful career in retailing and shopping center management, Alan has worked with many arts organizations, educational institutions, and community organizations in the San Francisco Bay Area and elsewhere.

As a volunteer, Alan served for 10 years as president of the American Conservatory Theater; he was also a longtime trustee of the War Memorial of San Francisco and the California Institute of the Arts and a board member of numerous other organizations. As a professional in the non-profit field, Alan has collaborated with organizations such as the University of California, San Francisco, and the American Lung Association. He serves as a member of the board of the Performing Arts Library and Museum and as a member of the steering committee of the Harvard Business School of Northern California Community Partners. In addition to coaching, Alan consults for the Asian Art Museum of San Francisco.

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