Attracting, Retaining & Motivating Non-Profit Team Members

Presented by Jerry Ross
I am an Entrepreneur *

*Not an HR specialist
TODAY

• Attracting the RIGHT team members

• Keeping the Band together

• Creating a “Sticky” Culture

• YOU
In the Innovation Economy...
Entrepreneurial Thinking is Required!
1. ATTRACTION
• Good People know Good People

• Setting expectations

• Know what you are looking for

• Know what you need accomplished
Can They Get to Tampa?
2. Keeping the Band Together
“People don’t leave companies, they leave bad bosses.”
First, Break All the Rules - Marcus Buckingham

... And for more money
... And for personal growth
... And for a more fun
... And because they are asked to leave

-Jerry Ross
• Get your steps in
• Listen
• Delegate POWER & AUTHORITY
• Catch People Doing Something RIGHT
• Accountability Matters- you get what you tolerate
• Activity vs. Accomplishment
• One Minute Manager
Sometimes it is NOT about the money at all!
3. Creating a “Sticky” Culture

- Clarity of Mission
- Passion for the Mission
- Focus on Strengths not Weakness
- Communication is required
- Professional Development/ Share
- Flexibility
- Recognition
- FUN
NEC Culture

- Birthdays
- Money Dance
- Popcorn Fridays
- NEC golf champion
- Kreepy Klown
- Got Your Back
- Own It
What works for you?*

* Requires Audience Participation
Are you in the Right Huddle?
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Thank You!

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