



Exhibiting at ExpoMujer 2015



Visiting BPSOS, Inc. during Glance Gwinnett session

### STRATEGIC PLANNING PROCESS

In order to meet the evolving needs of a changing community, the Leadership Gwinnett Foundation conducted a strategic planning process to guide its future direction. The twelve month process was intentionally broad in scope providing the opportunity for input from many. Focus groups, an alumni survey and conversations with key leaders and community stakeholders provided important insights that were incorporated into the strategic plan's goals and priorities.

The Leadership Gwinnett Foundation remains committed to developing leaders who will address the challenges and opportunities of a dynamic and diverse Gwinnett County and metro Atlanta region, and the strategic plan will guide the organization as it continues to serve its mission and vision.

### LEADERSHIP GWINNETT FOUNDATION BOARD OF DIRECTORS

- T. Michael Tennant, Chair
- Tammy Shumate, Treasurer
- Renee Byrd-Lewis, Secretary
- J. Michael Levensgood
- Daniel J. King
- Demetrius Jordan
- Carole Boyce
- June Sweat
- Shenila Rodriguez
- Rick O'Brien

- Lisa Zaken, Executive Director
- Brooke Waters, Program Coordinator

### 2015 STRATEGIC PLANNING COMMITTEE

- Shenila Rodriguez, Chair
- Renee Byrd-Lewis
- Daniel J. King
- Demetrius Jordan
- June Sweat
- Lisa Zaken



LeadershipGwinnett

# STRATEGIC PLAN

2020



## VISION

To develop and sustain a network of effective leaders who will address current and future challenges and opportunities

## MISSION

To educate, equip, and engage existing and emerging leaders through a diversity of people, thoughts and experiences that lead Gwinnett to a better future

[www.LeadershipGwinnett.com](http://www.LeadershipGwinnett.com)

## LEADERSHIP GWINNETT

**30** GRADUATING CLASSES **1,038** TOTAL ALUMNI

## GLANCE GWINNETT

**8** GRADUATING CLASSES **215** TOTAL GRADUATES

## VOLUNTEER ENGAGEMENT

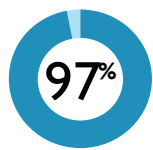
**200** ALUMNI VOLUNTEERS ANNUALLY

**110** who implement the Leadership Gwinnett program  
**40** who implement four Glance Gwinnett programs  
**50** who implement alumni programs

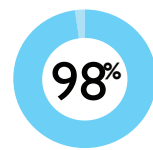
## COMMUNITY REINVESTMENT



OF GRADUATES ARE MORE LIKELY TO **SERVE** ON BOARDS



OF GRADUATES ARE MORE LIKELY TO **VOLUNTEER** MORE OFTEN



OF GRADUATES ARE MORE LIKELY TO **GIVE BACK** TO THE COMMUNITY

# THE GENESIS OF LEADERSHIP GWINNETT

In 1984, a group of existing leaders recognized Gwinnett County was undergoing a significant transformation, transitioning from a rural, agricultural community to a more densely populated, diverse and urban community. Supported by the Gwinnett Chamber of Commerce, this group crafted and developed a curriculum, enlisted volunteers, engaged facilitators and selected its first class – the Class of 1986. Over the next two decades, Leadership Gwinnett graduated hundreds of citizens from every sector of the community including education, not-for-profit, county and municipal governments, professional services and business and became the signature leadership program for Gwinnett County.

In response to the changing needs of Gwinnett County in 2007, the Leadership Gwinnett Board of Trustees appointed a Task Force to evaluate the program's future relevance and effectiveness. Building upon the foundation that had become the hallmark of Leadership Gwinnett, the organization updated its mission statement, adopted a new logo and tag line and implemented a series of program enhancements. Improving the program experience to ensure graduates were better educated, equipped and engaged meant they were better prepared to address the community's most pressing challenges. Additionally, Leadership Gwinnett Foundation, Inc. filed for and received confirmation of tax exempt status under section 501(c)(3) of the Internal Revenue Code.

An important initiative spurred a new phase of organizational growth in 2010. In partnership with the Gwinnett Chamber of Commerce, a formal study was commissioned through the Center for Creative Leadership (CCL). Charged with benchmarking against the most respected leadership programs in the nation, the CCL report acknowledged Leadership Gwinnett's extraordinary contributions for nearly 25 years. Final report recommendations included a focus on program recruitment and selection, alumni impact and involvement, attraction of quality candidates reflective of the community and formalizing operations as an independent entity. Leadership Gwinnett responded by hiring its first full-time director in 2011 and executed a formal Memorandum of Understanding with the Gwinnett Chamber of Commerce in 2012.

The new operating model transitioned daily operations and management responsibilities to the full time Executive Director, governance responsibilities to the Leadership Gwinnett Foundation Board of Directors and advisory responsibilities remained with the Board of Trustees.

In 2013, Leadership Gwinnett launched its first capital campaign. Eighty one investors pledged \$975,000 over a five-year period in support of three primary goals: (1) establish a 2.5 day "snapshot" program, (2) create an intentional and inclusive recruitment process, and (3) enhance Leadership Gwinnett alumni engagement. Significant progress has been made against each of these campaign goals, and all are contributing to the development of additional leadership capacity reflective of Gwinnett County's diverse population.

Building on these sequential successes, the Board of Directors has approved a 5-year strategic plan. Implementation of the following goals and strategic priorities will help ensure the organization's ability to fulfill its vision and mission and serve the needs of Gwinnett County into the future.

## GOAL 1

### COMMUNITY LEADERSHIP DEVELOPMENT SYSTEM

Lead the creation, implementation and adoption of a leadership development system for Gwinnett County.

- Engage key stakeholders and community organizations to develop an inspired and shared vision of a leadership development system.
- Create a model that fosters and accelerates leader development representative of a diverse and dynamic Gwinnett County.

## GOAL 2

### CAPACITY BUILDING

Increase applications, grow alumni engagement and diversify the base to reflect Gwinnett's evolving community.

- Create an inventory of existing organizations and civic groups, identify mutually beneficial partnerships and foster long-term relationships.
- Leverage existing partners to increase the pipeline of diverse leaders nominated for programs.
- Practice inclusion and diversity principles across the organization, throughout all activities and business operations.
- Implement a strategic communications plan for alumni.
- Increase scholarship giving for targeted groups to achieve broader community representation in all programs.

## GOAL 3

### PROGRAM IMPACT

Deliver high quality and relevant programs.

- Deliver high quality and relevant learning day programs.
- Deliver compelling and engaging alumni programs.
- Establish an annual workshop/seminar that attracts and involves the diverse community and features thought leaders and subject matter experts.
- Design and implement a new program (i.e. Fellows Program) which brings together experienced leaders as participants and whose expertise, creative thinking and resources can be leveraged to address critical community issues.

## GOAL 4

### BRAND ENHANCEMENT

Increase awareness of Leadership Gwinnett through marketing and brand strategies.

- Create an integrated and comprehensive communications plan.
- Utilize alumni and other key influencers to augment communications.
- Identify and invest in sponsorship opportunities to further brand recognition.
- Invest in web and social media platforms.
- Produce a professional Leadership Gwinnett video for promotional purposes.

## GOAL 5

### OPERATIONAL EXCELLENCE

Ensure effective management of operational and financial resources.

- Maximize the return on long term investments.
- Implement post capital campaign fundraising recommendations.
- Plan and project for resources necessary to sustain, expand or create new programs.
- Determine viability and timing for future capital campaigns.
- Expand Sustaining Partner support.
- Maintain a mutually beneficial arrangement with the Gwinnett Chamber of Commerce through the Memorandum of Understanding.
- Invest in a secure information technology infrastructure to protect organizational data.



Leadership Gwinnett alumni behind-the-scenes tour at Hindu Temple in Lilburn

- Implement effective governance practices and sustain a culture of operational excellence.