

# LeadershipGwinnett

The Key to a Better Gwinnett



Educate.  
**Equip.**  
**ENGAGE**

## Dignitary Team



T. Michael Tennant  
(Chairman)  
Alston & Bird LLP



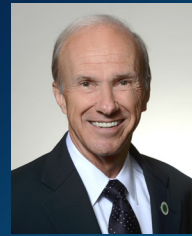
Tom Andersen  
Andersen, Tate & Carr, P.C.



Fran Forehand  
Georgia Power  
Company



Terri Jondahl  
CAB Incorporated



Dr. Daniel Kaufman  
Gwinnett Chamber



Bartow Morgan, Jr.  
BrandBank



Charlotte Nash  
Gwinnett County Board  
of Commissioners



Kim Ryan  
Eastside Medical Center



Phil Wolfe  
Gwinnett Medical Center

## Campaign Leadership Team



Renee Byrd-Lewis  
Georgia Gwinnett  
College



Carla T. Carraway  
Precision Planning Inc.



Alice Cunningham  
Non Profit Executive  
(ret.)



C. Norwood Davis  
12Stone\* Church  
The John Maxwell  
Company



Paula Hastings  
Accent Creative Group



Asif Jessani  
Complete Computer  
Solutions



Phyllis Lamme  
McFarland-Dyer &  
Associates



Pam Ledbetter  
Accent Creative Group



J. Michael Levengood  
McKenna Long &  
Aldridge LLP



## Message from **THE CHAIRS**



Dan King - King & Spalding (ret.)

The next five years is a critical period in the future of Leadership Gwinnett. We have the opportunity as individuals and companies to EDUCATE, EQUIP, and ENGAGE our community leaders in the continued world class development of our county and region. Attracting qualified candidates, enhancing programs and expanding outreach is key to serving our ever-growing and changing community. In return, Leadership Gwinnett will deliver more opportunities for citizen participation and even greater community impact.

Since 1985, Leadership Gwinnett has been dedicated to developing leaders committed to strengthening the community. The flagship 9 month program convenes participants with differing professional, cultural and geographic backgrounds and provides a unique forum in which social and civic issues can be discussed and viable solutions generated. Expanded knowledge about Gwinnett County and the region, and building deep connections in order to serve and improve the community are target outcomes for graduates.

This five year plan will provide the necessary funding to expand Leadership Gwinnett programs including a new condensed 2.5 day program, more scholarship opportunities and strategic outreach to all segments of Gwinnett. As experienced business leaders and community supporters, we know you agree solid, ethical leadership is essential to Gwinnett's future success.

Leadership Gwinnett just celebrated the graduation of its 28th class, and we are excited to embark upon this Capital Campaign that will benefit and take Gwinnett County to an even better and higher place.

Your investment in Leadership Gwinnett will pay dividends toward a great future for leadership development in our community. We hope you will join us!



Tammy Shumate - Brand Mortgage

Handwritten signatures of Dan King and Tammy Shumate in black ink.

## Strategic **PLAN**

In response to community changes, there has been a concerted effort to understand the program's effectiveness and identify opportunities for greater impact. In 2011, a commissioned study was conducted by the Center for Creative Leadership. There were three components to the study process: review of the Leadership Gwinnett program, interviews with key stakeholders and interviews with organizations across the US focused on community leadership development. The study benchmarked against programs including Leadership San Francisco, Leadership Austin and Leadership Louisville to provide insights into best practices. Based on those findings, tightly focused strategic initiatives have been developed

*"Leadership Gwinnett is one of the things that gave me confidence to run for public office. I felt educated and informed when I finished the program. It is most valuable even after you graduate since you continue to network with your classmates. We seem to have an immediate allegiance, you just belong."*

Nancy Harris, Mayor of Duluth



# Key Drivers of **LEADERSHIP GWINNETT**

*Our vision is "to develop and sustain a network of effective leaders to address current and future challenges and opportunities" and our mission is "to educate, equip, and engage leaders to serve and strengthen Gwinnett County and the region."*

## 1. EDUCATE –

Provide knowledge to enhance and sustain the social and economic health of Gwinnett County and the region.

## 2. EQUIP –

Build personal, organizational, and civic leadership capabilities by actively participating in the Leadership Gwinnett experience, building relationships and leveraging resources.

## 3. ENGAGE –

Contribute to the success of the community through the activities of our graduates and their organizations.

Leadership Gwinnett provides a proven path of connectivity among influential leaders in business, government, arts, education, healthcare and social services. The program provides a forum for candid discussions, a safe environment for differing perspectives and the opportunity to explore complex issues. This common set of experiences becomes the basis for effective and aligned civic engagement and provides the leadership pipeline to meet today's needs for generations to come. No matter where our graduates serve, they bring an unmatched value-add to an organization and the community at large. For the past 28 years, participants of Leadership Gwinnett have been inoculated by Gwinnett's leadership DNA and they are the individuals who are transforming organizations and our community.

## Initiative I

An exciting new education program will provide a fascinating insider's look at the community. Early design goals include giving participants a broad overview of Gwinnett County delivered in a shortened format. A "snapshot" of the signature Leadership Gwinnett program, it will address current and emerging leadership needs of the community. Participants range from newcomers to longtime residents. Individuals who cannot commit to Leadership Gwinnett's 9 month program and tuition rate will find this program attractive.



## NEW 2.5 Day “SNAPSHOT” PROGRAM

### TARGET AUDIENCE

- Executives who are new to our county
- Young professionals or emerging leaders (Gen X & Y)
- Existing community leaders who have not had the opportunity to go through our current nine month program for leadership
- Individuals highly motivated to serve the community and make a difference

### ORGANIZATIONAL BENEFITS

- Enhance operational training for employees as well as recognize and reward top talent
- Introduce mid-level employees to all that Gwinnett has to offer in a professional environment with networking opportunities
- Develop new relationships that can seed future opportunities and increase visibility for your organization
- Limited time commitment and moderate financial investment

### DETAILS

- Time commitment: 2 ½ days (Thursday-Saturday)
- Offered 3 times a year; \$600-\$800 per session
- Estimated annual revenue projected to be \$36,000 - \$48,000 (Assumes 30-40 participants and 3 offerings per year)

Projected Five-year Investment to Add New 2.5 day Financially-Sustaining Program \$ 380,000



## Initiative 2

# Reflecting our **COMMUNITY**

Key to an organization's success is its ability to align organizational structure and operations in support of the vision and mission. If Leadership Gwinnett is to produce a network of leaders able to address current and future challenges, it must be comprised of individuals who reflect the local community. As Gwinnett County's population has transitioned to an international community, the program's recruitment efforts have not kept pace. This is a common challenge for many organizations in our county.

Tuition for the signature Leadership Gwinnett program puts it out of reach for many talented individuals, and in part, the new Snapshot Program will help alleviate this obstacle. Still, having the ability to recruit qualified candidates through enhanced scholarship funding will have an immediate impact on the diversification of class composition and position the organization for even greater community impact.

Alumni and mentors will engage in an intentional and inclusive recruitment process that will result in a group more reflective of Gwinnett county. The opportunity to create more balanced classes inclusive of race, gender, profession, organization type and diversity of thought is a strategic outcome of scholarship investments.

### FRAMEWORK

- Enhance scholarship funding for Leadership Gwinnett's 9-month program.
- Acquire additional scholarship funding for the new 2.5 day Snapshot program.

Projected Five-Year Investment to Provide Scholarships - \$75,000





## Initiative 3

## Power Up Leadership Gwinnett **ALUMNI**

*"From the outside looking in, you want to be a part of Leadership Gwinnett...my personal story is that I worked for a private company and during my time in the program (Leadership Gwinnett) it encouraged me or pushed me to do something different and get more involved in my community. I decided to be a part of the Gwinnett Village Community Improvement District. My family moved here in 1826, I am seventh generation in my family to live in Gwinnett."*

Chuck Warbington,  
Gwinnett Village, CID



In addition to its solid brand and reputation, one of Leadership Gwinnett's most valuable assets is its highly effective and committed team of volunteers. Currently, approximately 140 alumni (contributing over 10,000 hours per year in total) are involved on an annual basis and they actively support the Annual Program, Alumni Program, Continuous Improvement and Financial Development Committees.

Engaging alumni is an area of challenge and opportunity for Leadership Gwinnett.

Alumni are primarily interested in high-value activities, and regularly scheduled education sessions, high caliber speakers and roundtable discussions are viable options.

### FRAMEWORK

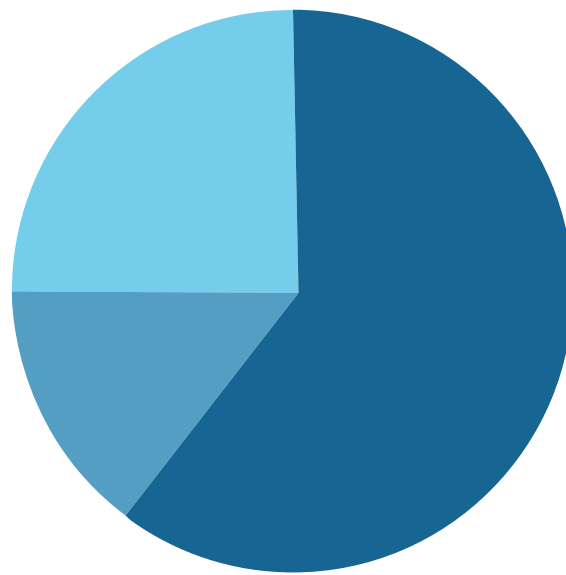
- Enhance the Alumni association efforts with value driven activities (continuing education sessions, round table discussions, social events, etc.)
- Create an annual awards program recognizing the impact of Alumni engagement.
- Enhance Alumni communication efforts via newsletter, social media, and new ways to communicate.
- Create promotional collateral to increase Leadership Gwinnett brand and engender a strong sense of pride (new website, promotional video, brochures, etc.)
- Utilize promotional materials at strategic community events, activities and speaking engagements.

Projected Five-Year Investment to Power up Leadership Gwinnett Alumni - \$175,000

# Five Year BUDGET SUMMARY

*"Participating in Leadership Gwinnett has been transformative in many aspects of my life. The leadership skills and principles studied in the program have flowed through to my work, my community involvement, and my personal relationships. I gained an entirely new network of friends, colleagues, leaders in the community, and business connections that have opened many new doors for me. Learning more about Gwinnett, its strengths and weaknesses, and what it has to offer me, as well as what it needs from me, has helped me find the activities and organizations that fuel my passions and give me a sense of personal fulfillment."*

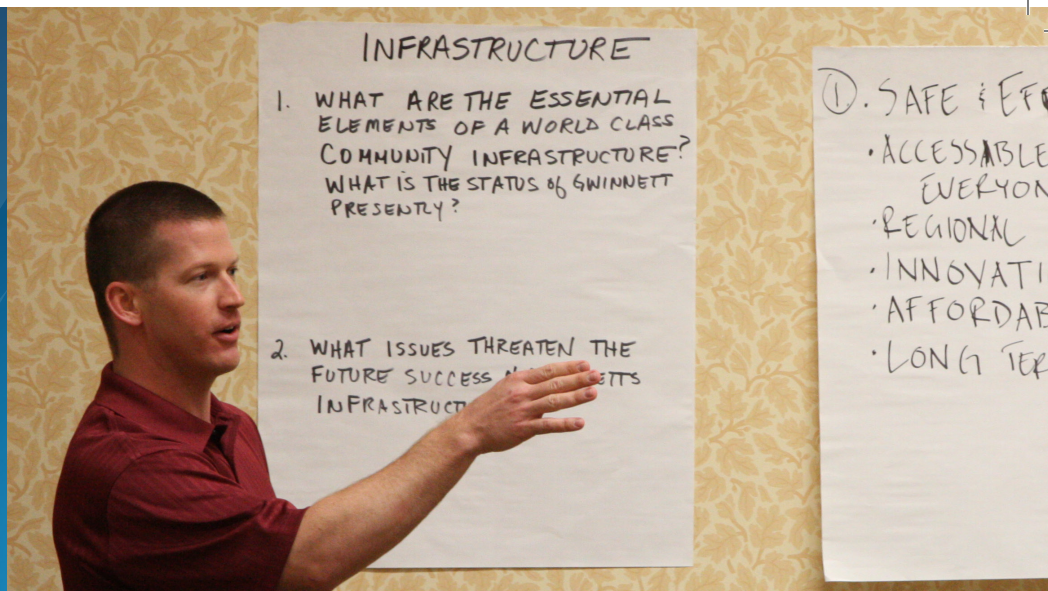
Marshall Barton, Compliance  
Officer, Merial Limited



- Add new 2.5 Snapshot Program 58%
- Scholarships 13%
- Power Up Leadership Gwinnett Alumni 29%

Add New 2.5 Snapshot Program	\$ 350,000
Scholarships	\$ 75,000
Power Up Leadership Gwinnett Alumni	\$ 175,000
<hr/>	
Total Five Year Projected Implementation	\$ 600,000





## Organizational Value **PROPOSITION**

### Areas of Value

The values of Leadership Gwinnett are most easily communicated to potential investors in these three areas, or "buckets of value," which all combine to form the value proposition of Leadership Gwinnett:



These areas of value are somewhat difficult to quantify, but together serve to illustrate the positive impact of a program such as Leadership Gwinnett. A recent online survey was conducted to illustrate the difference between a Leadership Gwinnett graduate and a non-graduate. We also asked questions to tell us if this program demonstrates value to the graduate. We had a 40% response rate for our survey and it represents a good sampling of our 958 alumni.



## Insight from Leadership Gwinnett **GRADUATES**

### COMMUNITY LEADERSHIP

- 99% are more likely to serve on boards
- 97% are more likely volunteer more often
- 98% are more likely to give back to the community

### COMMUNITY ENGAGEMENT

The benefits of being a Leadership Gwinnett alumni (top 3 answers):

- 65% said local connectivity
- 56% said feeling more a part of the community
- 47% said engagement in local causes

On a scale of 1 to 10 on how influential Leadership Gwinnett has been:

- Local networking was given an 8.0
- Engagement in local issues was a 7.4

### PERSONAL AND PROFESSIONAL GROWTH

The Leadership Gwinnett graduate is a proactive citizen that has the following characteristics which are necessary to build a strong community:

- 90% are permanent residents
- 87% own a home
- 45% said personal growth is a top benefit of being a Leadership Gwinnett alum
- 72% ranked it a 7 out of 10 or higher in influence in leadership skills development

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### CONCLUSION

Leadership Gwinnett alumni are more likely to serve in leadership roles in our community, they volunteer their time, talent and money to local causes and they believe this program has given them personal and professional growth opportunities.



# We need **YOUR HELP**

## PROGRAM FUNDING

The Leadership Gwinnett Foundation is embarking on its first Capital Campaign to raise funding for the three initiatives outlined in this document. The programs are not envisioned to be immediately self-sustaining but are expected to be substantially self-supporting after development. The projected participant fees are commensurate with the fees of similar programs across the country. Commitments are currently being sought over a five-year pledge period to fund these critical initiatives.

## PROGRAM OVERSIGHT

The Leadership Gwinnett Foundation Board and staff will implement this five-year initiative with input from the Campaign Steering Committee. This committee will be comprised of mostly Platinum and Gold investors and will oversee program implementation and maintain accountability. Throughout the five years of the program, all investors will be kept informed through detailed newsletters, periodic reports and special events. Investors are also encouraged to call with questions and suggestions that arise during the implementation of the program.

## IN CLOSING

Through the three key initiatives of adding a new 2.5 day Snapshot Program, Reflect our Community and Power Up Leadership Gwinnett Alumni, Leadership Gwinnett's primary goal is to encourage and motivate more individuals to engage in this community. Although the groundwork to produce these results is laid, there is still a lot of work to do. Yes, the strategic planning is over. Yes, studies have been completed to benchmark against other leadership programs. Yes, the fundraising feasibility study is finished, and yes, the campaign leadership is ready.

The only thing that waits is the successful attainment of our \$600,000 goal.

*We need your help.*

*Leadership Gwinnett Foundation is a 501(c)(3) not-for-profit organization and your donation is tax deductible to the extent allowed by law.*

## FOUNDATION BOARD OF DIRECTORS

T. Michael Tennant - Chairman

Carole Boyce

Renee Byrd-Lewis

Fran Forehand

Demetrius Jordan

Dan King

J. Michael Levensgood

Rick O'Brien

Tammy Shumate

## EXECUTIVE DIRECTOR

Lisa Zaken



**Leadership**Gwinnett

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

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