



How to Use Applied Wisdom for the Nonprofit Sector

There are eight chapters in *Applied Wisdom for the Nonprofit Sector*, each built around the management insights of James C. Morgan and focused on the three pillars of a successful organization – culture, planning, and implementation. But the insights don't only apply to those realms. They can be used across a broad spectrum of organizational practices. Jim includes some personal stories and examples to reinforce how these ideas apply in different settings.

Each of the chapters can be downloaded on the Tools page. The booklet itself is available for download at the "Get Booklet" link at the top of each page on the website.

To gain the most value from the booklet, let us suggest a few ways to approach the material.

While you can download any chapter that piques your interest, we would encourage you to read the entire booklet from start to finish. It only takes 20 to 30 minutes – perfect for a short train commute or a flight. Each time you reread the booklet you'll obtain more from it. If you prefer listening to the text while taking a walk or driving, go to the "Get Booklet" link and select "Digital ebook + audiobook only." You might consider reading the booklet while also listening to it as a way to deepen your understanding of the concepts.

Reflecting on Applied Wisdom

After your initial read (or listen), think about a current situation where one of the insights may be helpful. Can you discuss the management concept at your next staff or board meeting or share it in conversation with friends?

Feel free to jump around the chapters, referring to a particular insight and then consciously applying it to different situations – personal as well as work-related. The more you think and act on them, the more familiar and comfortable they will become.

To help stimulate your thinking, at the end of each chapter you will find a set of "Conversation Starters" for chief executives, staff team members, board members, individual donors, and institutional philanthropies. While you may identify with just one or two roles, we encourage you to read the full set of prompts to gain broader and more diverse perspectives about how others might think about the insights.

Let's dig in....