

# *Powerful Nonprofit Professional Development at Any Stage of Your Career*



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# Why Training and Education (T&E)?

To solve a personal or organizational problem

- A short-term problem
  - Example: Get information for a report
- A mid-term problem
  - Example: Change or start a new program
- A long-term problem
  - Example: Career advancement



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# QUIZ: Every nonprofit has a training culture. What's yours? Is T&E a...

- Reward for good work?
- Pseudo-vacation?
- After thought for when there is nothing else to do?
- Punishment for when you do something wrong?
- Standard procedure – integrated into your monthly/yearly cycle?
- Nonexistent



# Where do you find T&E

- **Academia**
  - Degrees, certificates, community education
- **Professional Associations**
  - Seminars/webinars, certificates, podcasts
- **Private Companies**
  - Seminars/webinars, certificates, podcasts
- **In-house**
  - Conferences, seminars, webinars
- **Tutors**
  - One to one instruction



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# How to make your boss want you to get more training

# How is training you, justified?

- **Are you really bad?**
  - Salvage the investment?
  - Is T&E an HR move before firing?
- **Are you average/mediocre?**
  - “Train ‘em up” for more value?
- **Are you really good?**
  - Make the best even better!



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# You are an investment for your nonprofit

- Do you produce more value than your org pays you?
- Can training and education increase that value?



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# Quantify the potential results in money or time

Will T&E help you/your org...

- Save money?
- Make money?
- Get something done faster?
- Accomplish something sooner?

Can you calculate an ROI for the T&E experience?



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# Articulate your T&E goals

What problem will T&E address for you & your org?

- You need immediate information?
- You are planning for tactical changes?
  - (programs projected in the next year)
- You are making strategic decisions?
  - (career path, management, long term decisions)



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# How to determine the best training value for your money

# QUIZ: How is T&E paid for?

(This will reflect your org's culture and attitude toward T&E)

- Fully by your employer
- By employer based on performance (like grade B or better)
- Employer/employee split
- Fully by the employee
- I don't know



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# What is training value?

- Value  $\neq$  Cost
- Value = The ratio of Cost to Intended results (C:Ir)
  - (Ir) Intended results = Your ability to absorb the information and apply it to your problem/situation



# Cost effective? Don't forget other costs

- **Academic In-Person**
  - Learning materials (books, etc.)
  - Travel, Food Accommodations
- **Academic Online**
  - Learning materials (books, etc.)
- **Seminars & Conferences**
  - Travel, Food Accommodations

**All Training & Education takes time. Time = Money**



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# When should you pay for T&E?

When any one or more of the following exists

- **Unique information:** You can't get the information anywhere else
- **Unique approach:** The proposed solution will solve your problem in a novel way
- **Unique style:** Methodology of presentation matches your learning style extremely well
- **Unique presenter:** Highly credentialed presenter with relevant experience
- **Credentialing:** You expect to receive a specific recognition at the end of the program
- **In depth information:** You will get a high volume of information in great detail
- **Extras provided:** Valuable or relevant supplemental material is provided



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How to get the most out of  
every training experience



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# What kind of information do you want?

- **Practical**
  - Specific to your situation (training)
- **Theoretical**
  - Applicable on wide basis (education)

# Do you want to interact with other learners?

- No
  - Stay focused
  - Their situation isn't like yours
- Yes
  - For career networking
  - For experiential resources



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# The importance of T&E delivery

- **Who** delivers?
  - Is the person qualified?
  - Academic credentials
  - Experiential credentials
- **What** will be delivered?
  - Is it what you need?
- **When** is it delivered?
  - At a convenient time?
- **Where** is it delivered?
  - Online? In person? Near? Far?
- **How** will it be delivered?
  - Is it best for your learning style?



# Your choices of delivery methods

Type	In-Person	Online Live	Online Recorded
Academic Degrees & Certificates	X	X	X
Private Certificates	X	X	X
Conferences & Seminars	X	X	X
Webinars		X	X
Audio (Podcast)			X



# First Pass:

## Screening the specific T&E experience

- Right **topic**?
  - What attracts you to their topic?
- **Who** offering?
  - What is their reputation?
  - Do their credentials seem credible?
- **How** will the topic be **presented**?
  - Lecture? Video? Hands on/Games?





# In Depth:

## Screening the specific T&E experience

- How will you **evaluate** what you get out of the program?
- Will there be a **specific information** take-away?
- Is the presenter available for **follow up**?
  - Clarifying questions are fine
  - Okay for networking purposes
  - Don't look for unpaid, ongoing consulting



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# At the Training

- Decide in the first five minutes whether the session is worth it
- **Take notes** – handwriting reenforces the brain
  - What happens to those notes?
- **Ask at least one question**
  - Makes you think
- If possible, **get handouts** ahead of time
  - Review them before
- Keep a **list of practical take-aways**



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# Bump it up a notch: How teaching is a training experience for you



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# Everyone can teach (It's a matter of how)

- You have an experience that nobody else has
- What you do easy, others don't
- You may already be teaching, but don't know it



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# There are lots of teaching venues

- Live video
- Recorded video
- Live audience large
- Live audience small
- Podcast/audio
- Academia
- Professional Associations
- Private Companies
- In-house
- Tutoring
- Your own forum



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# Teaching forces you to think through a subject

- Avoid embarrassment
- Satisfies your curiosity on a subject
- Builds your own expertise



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# Teaching puts you in a position of informational authority

- Builds your self confidence/ego
- Advances your career
- Makes you more visible
- Sometimes it even pays!



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# How to get into teaching

- Hyper-focus on a specific topic
- Build a presentation on that topic
- Build confidence and credentials with “minor league” opportunities
  - Community school nights
  - Community college non-credit programs
  - In-house training



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# What have we learned? Lots! Including...

- You can **make a strong case** for training and education
- There are specific ways to **get great value** out of your training
- The best T&E for you is the right combination of
  - **Subject matter, presenter and delivery method**
- Teaching is a great way to
  - **Learn more, boost your career and build your confidence**

AND SO MUCH MORE!



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