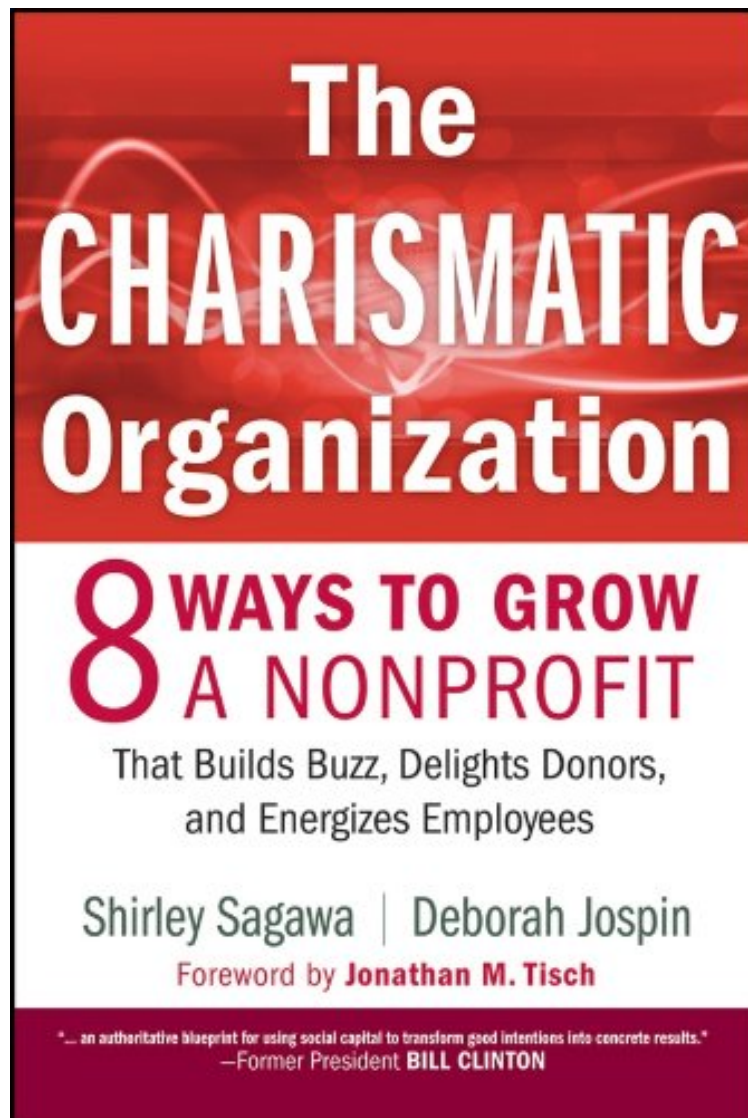


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The Charismatic Organization: Eight Ways to Grow a Nonprofit that Builds Buzz, Delights Donors, and Energizes Employees

Shirley Sagawa, Deborah Jospin
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Shirley Sagawa, Deborah Jospin : **The Charismatic Organization: Eight Ways to Grow a Nonprofit that Builds Buzz, Delights Donors, and Energizes Employees** before purchasing it in order to gauge whether or not it would be worth my time, and all praised **The Charismatic Organization: Eight Ways to Grow a Nonprofit that Builds Buzz, Delights Donors, and Energizes Employees**:

2 of 3 people found the following review helpful. Breaking New Ground for Organizational ChangeBy Cal

George Sagawa and Jospin break new ground for non-profit organizations in this "think-about-this" handbook, as well as for other organizations / companies that want to grow and/or revitalize in a Web 2.0 world. Charisma is, more often than not, associated with the individual and individual leadership. Too often, organizational success is viewed as being dependent on the continued presence of a strong, charismatic leader. Here, Sagawa and Jospin recount their first-hand experience with numerous nonprofits and one for-profit which rely on "social capital" and group dynamics for their vitality and effectiveness. These experiences explore how a dynamic organizational culture emerges and is communicated to various constituencies (including donors / customers, policy makers, opinion leaders and employees at all levels of the organization). Each of these audiences will benefit from reading this important book.

0 of 0 people found the following review helpful. Road map for non-profits
By Alfred M. Worden
I read with great interest this book, and found that there are many things a non-profit could and should be doing to remain vital and grow. It underscored the various facets of a charity that allow it to assemble and utilize a dynamic organization and encourage participation by those that are committed to making the local and national programs grow and survive in an uneasy environment.

4 of 5 people found the following review helpful. Many useful ideas for social entrepreneurs
By James Fruchterman
When I read a book, I feel like it was a success if I came across one idea I could use in my life (including work!). This book was handed to me by the CEO of the Social Enterprise Alliance, and I wasn't sure what to expect. This book delighted me with many useful ideas that I can use in my social enterprise work. The challenge of moving an organization from a having a charismatic leader (ok, I only partially resemble that) to being a charismatic organization is one that all founder-leaders need to confront. Drawing examples from many top-performing socially entrepreneurial organizations, this book is full of concepts explained in understandable and vivid detail. I'll be getting more of this book to share with more of my team!

The authors offer a framework that allows organizations to go beyond quick fixes and fundraising strategies to a broader paradigm that encompasses community and organization building. What if every person involved with an organization was fully engaged and shared a common goal? What if the efforts of a relatively small ring of staff and board members were amplified by everyone touched by the organization, including current and former volunteers, staff, board members, clients, constituents, funders and supporters? That, the authors show, is the way a charismatic organization operates. The book provides numerous examples of how successful organizations have made this shift, as well as action steps that all organizations can take to perform better. "In today's interdependent world, nonprofit organizations have more opportunity than ever before to make a difference in people's lives. Drawing upon their extensive experience in public service, Shirley Sagawa and Deborah Jospin identify the traits that give successful nonprofits the competitive edge they need to maximize their effectiveness and sustainability. *The Charismatic Organization: Eight Ways to Grow a Nonprofit That Builds Buzz, Delights Donors, and Energizes Employees* draws an authoritative blueprint for using social capital to transform good intentions into concrete results." — Former President Bill Clinton