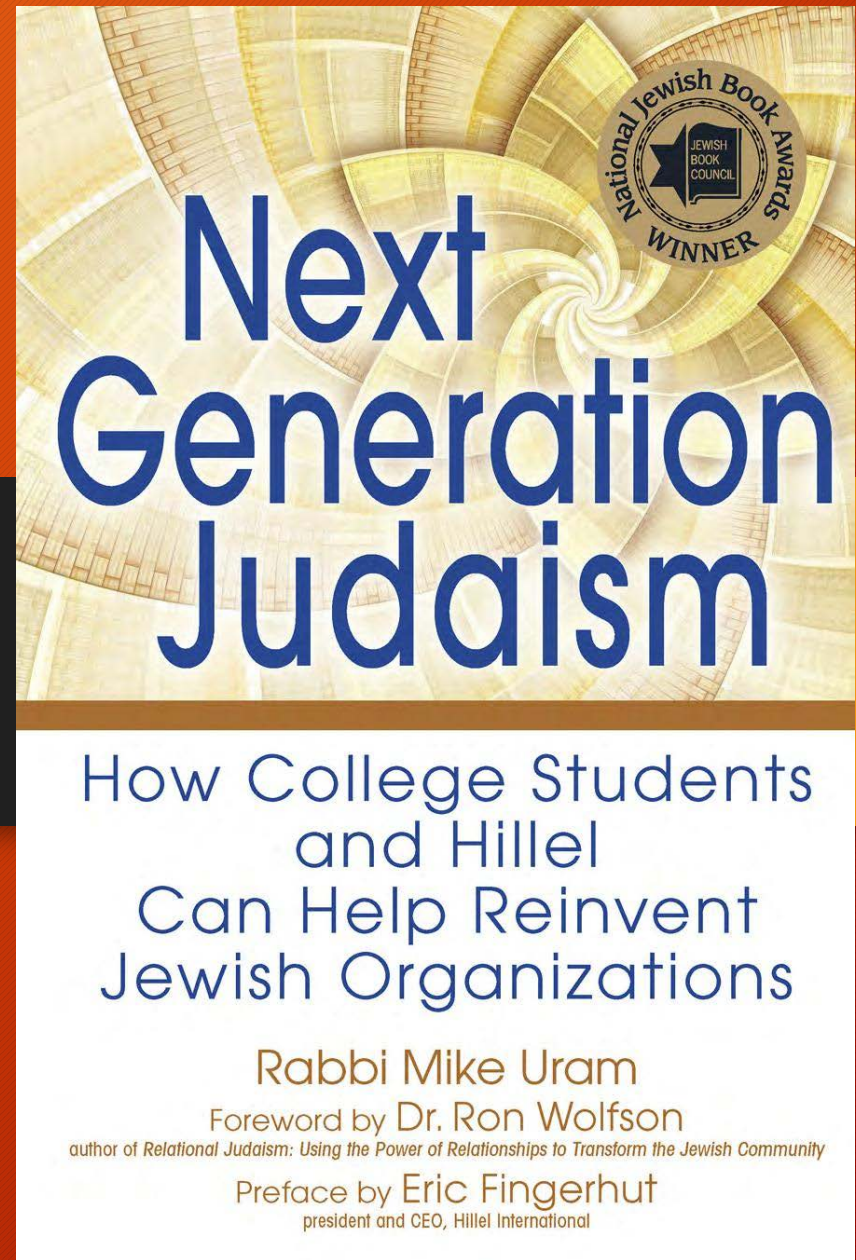


Unlocking the Power of
Relationships to Revitalize
and Re-inspire Organizations



Wexner Heritage - Summer 2018

Fast Chat

2

In thinking back on your Jewish story, what were the two or three experiences or people that were the most influential in making you the Jew you are today?

It's all micro-trends & customization

3

"Whereas in the Ford economy, the masses were served by many people working to make one, uniform product, in the Starbucks economy, the masses are served by a few people working to make thousands of customized, personalized products (Micro Trends)."

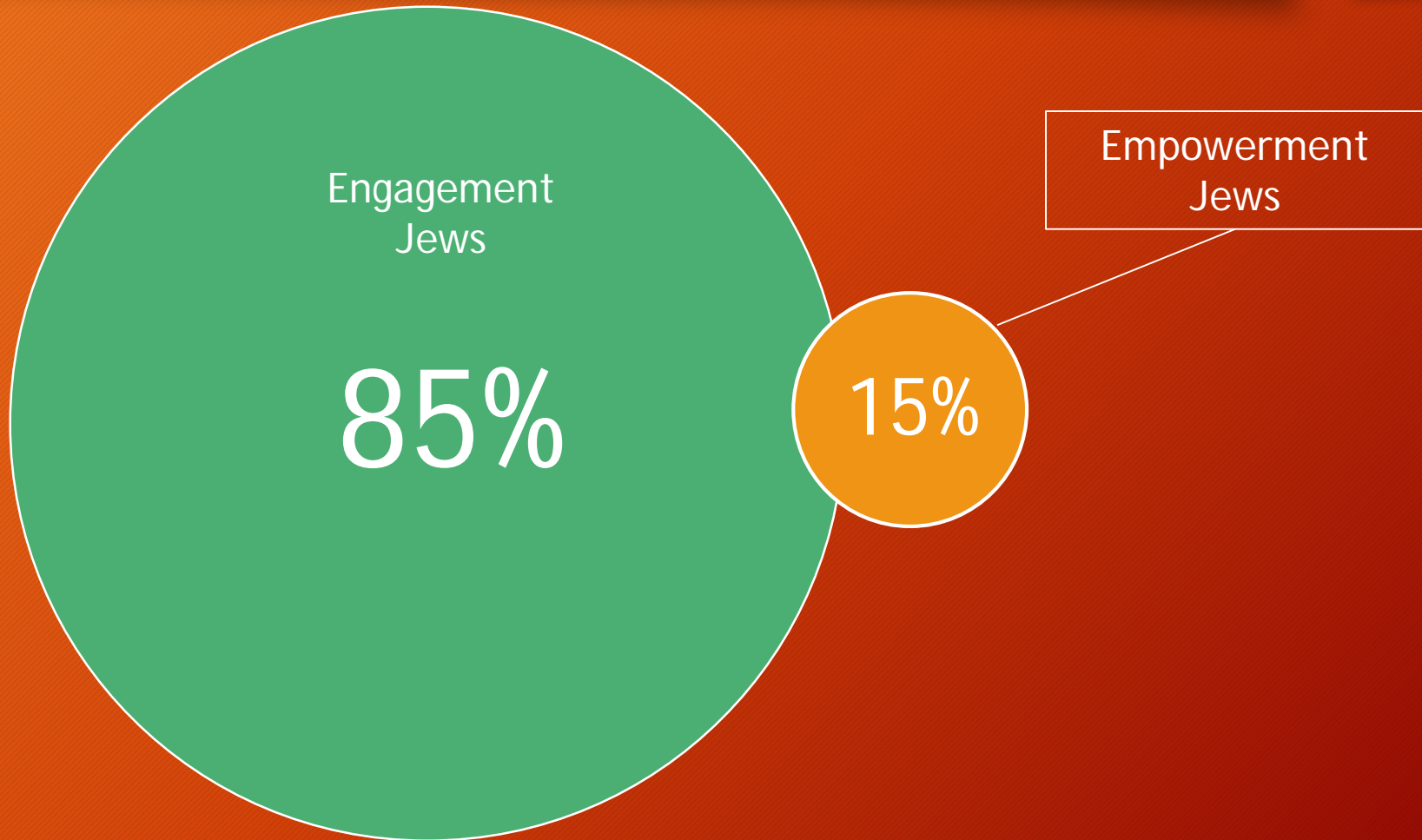
Ford
Economy



Starbucks
Economy

There is no such thing as THE JEWISH COMMUNITY

4



Two Jewish Worlds

5

- Different Jewish stories
- Different Jewish resumes
- Different language
- Different social networks
- Different neighborhood

How do we bridge the gap?

Engagement is radically subversive

6

Engagement creates different operating systems for Jewish life.

Engagement focuses on unlocking the power of social networks to be creators of Jewish life for peers.

Engagement increases the diversity of Jewish life, it lowers barriers to involvement, and it dramatically expands the number of people having transformative Jewish experiences.

4 Core Engagement Values

7

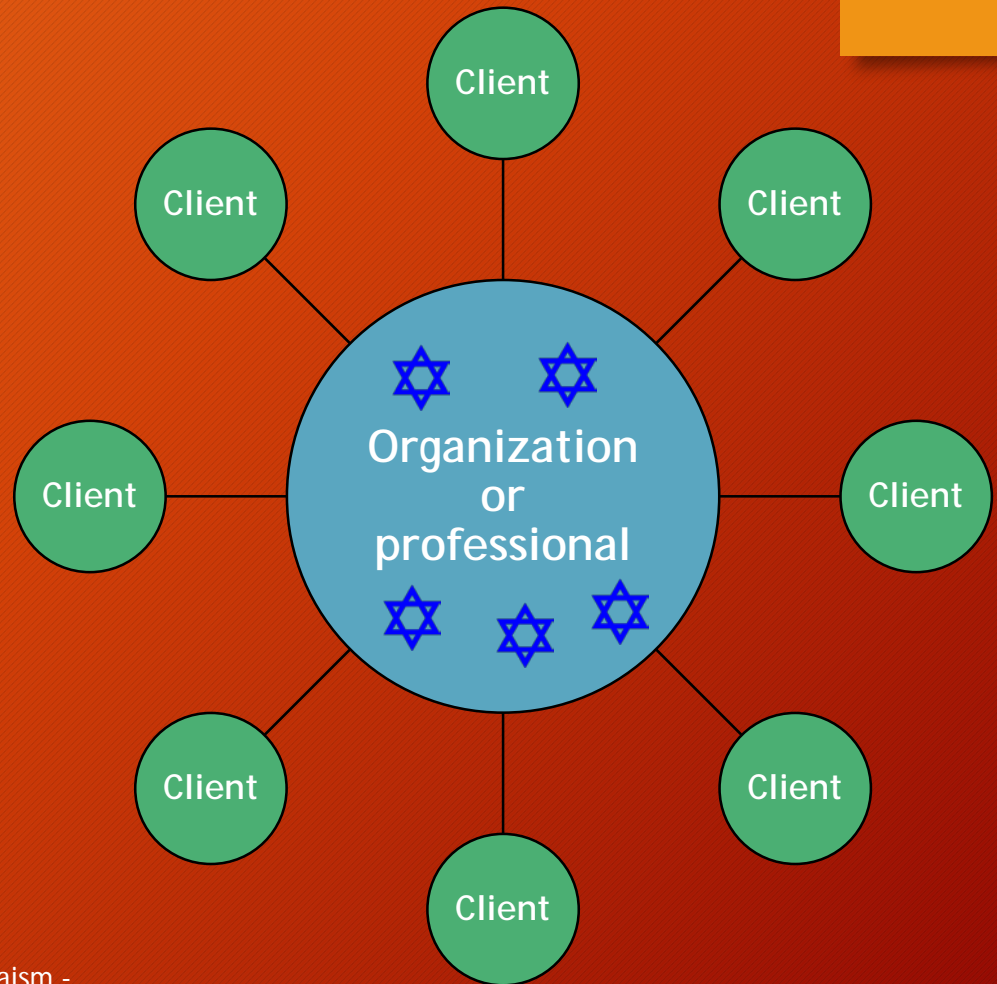
1. Invert the values pyramid
 - a. Individuals over institutions
 - b. Relationships over tasks
2. Bring Jewish life to people where they live, work, and play
3. Don't do it for them - push people to do it for themselves
4. Get the right people on the bus and then operate more and more buses

Program Model

8

Success is measured by...

- Number of clients
- Size of organization
- Retention of clients

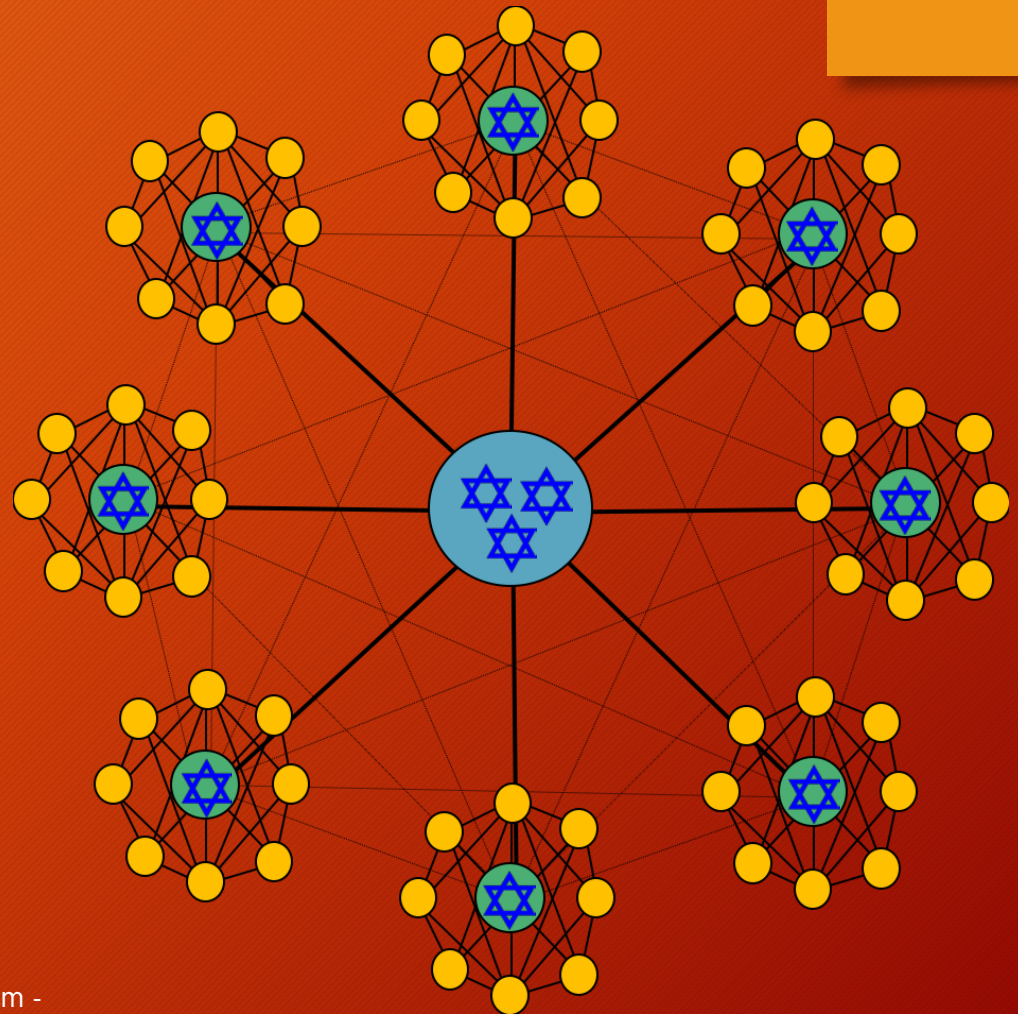


Engagement Model

9

Success is measured by...

- Transforming clients into creators
- Number of relationships activated
- Connectivity between clusters
- Jewish impact



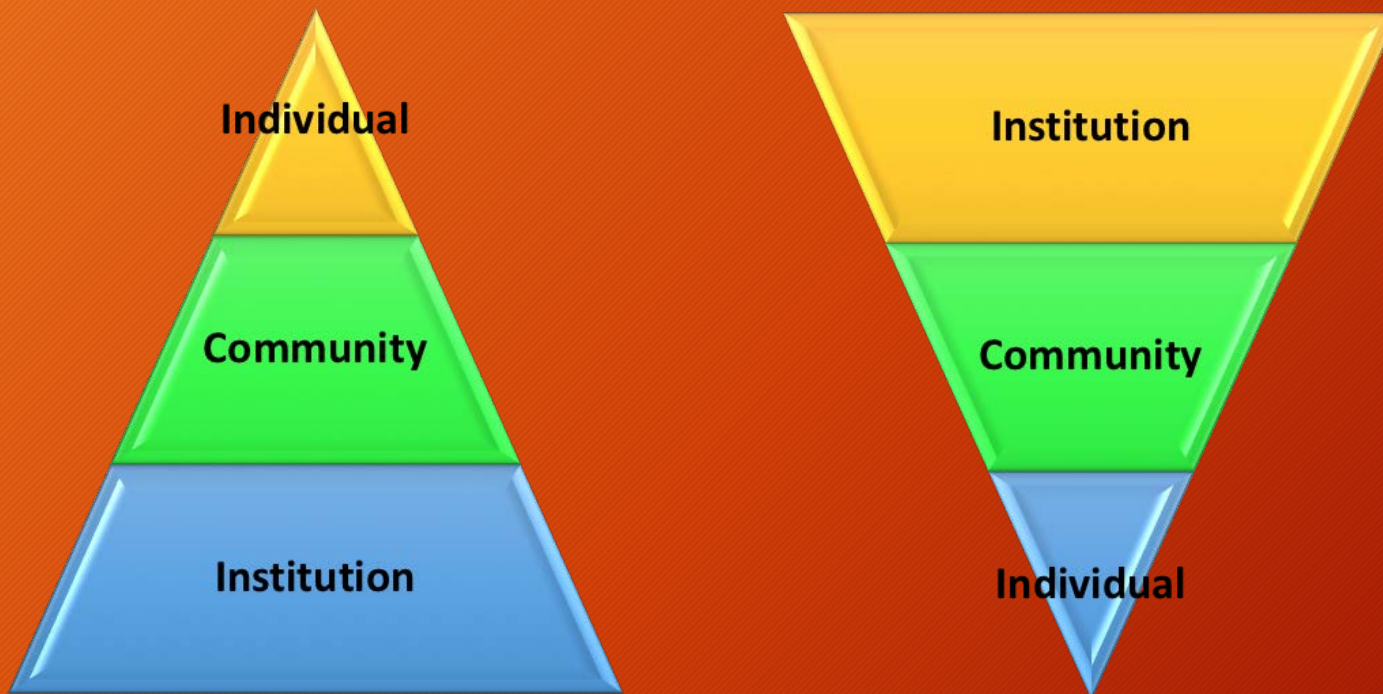


Passover Paradigm Vs. High Holiday Paradigm

10

Relationships over institution

11



“Focus on relationship over task”

Step 1 - Find your Engagers

12

What makes a great engager?


- Connector
- Influencer
- Relationship builder
- Authentic passion

Key Choices: Do you want pure engagement or outreach?


Step 2: Master the art of coffee conversations

13

Investigation: Get people telling their Jewish stories. By telling this story, we uncover our values, what inspires us, what confounds us, and what is broken or missing in our world. (the story of me)



Validation: Find common ground between one person's story and your own. The connection affirms we are part of something larger than ourselves. Rather than speaking about what "I" want or need, validation helps people start to talk about the "we." (the story of us)



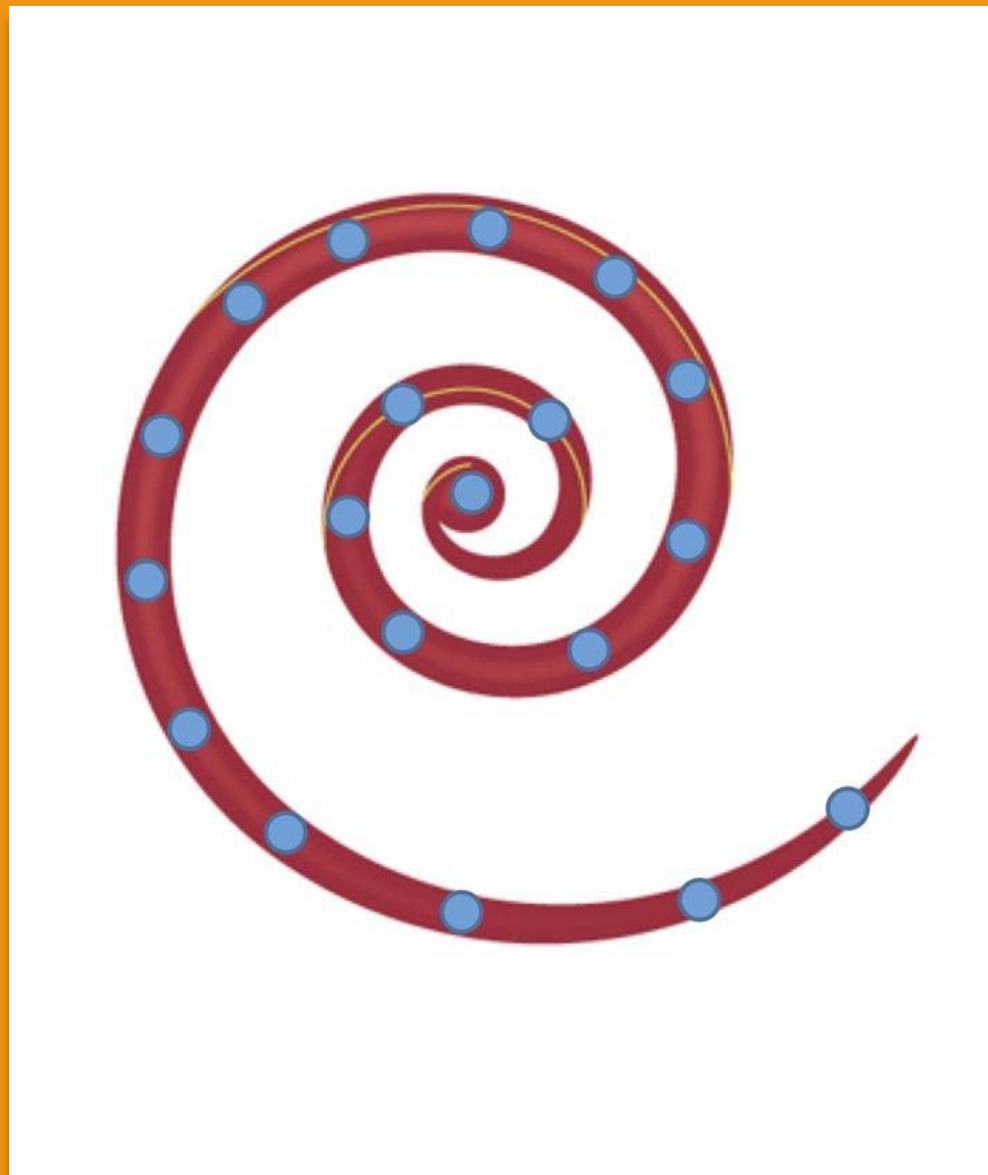
Provocation: Locate and push on the urgent challenge present in our stories. What is broken or missing in our world that we need to fix? What action should we take to do something about it? (the story of now)



Additional Slides

PAN

Swirl of Engagement



Best practices for coffee conversations

16

Deal with the whole person; don't make it transactional and don't make it about the organization.

Have to be willing to be real, vulnerable, honest about your own Jewish life.

Have to be able to tell your own Jewish story in a few different ways, each of them powerful for different types of people.

More Jewish talk = more Jewish impact.

Where do coffee conversations lead?

17

1. Remains a one-on-one relationship
2. Create a new group/initiative for them
3. Activate them as creator of Jewish life
4. Connect them to the next relationship
5. Connect them to a short-term opportunity
6. Connect them to a long-term opportunity

***“it’s
about
finding
the right
landing
pads”***

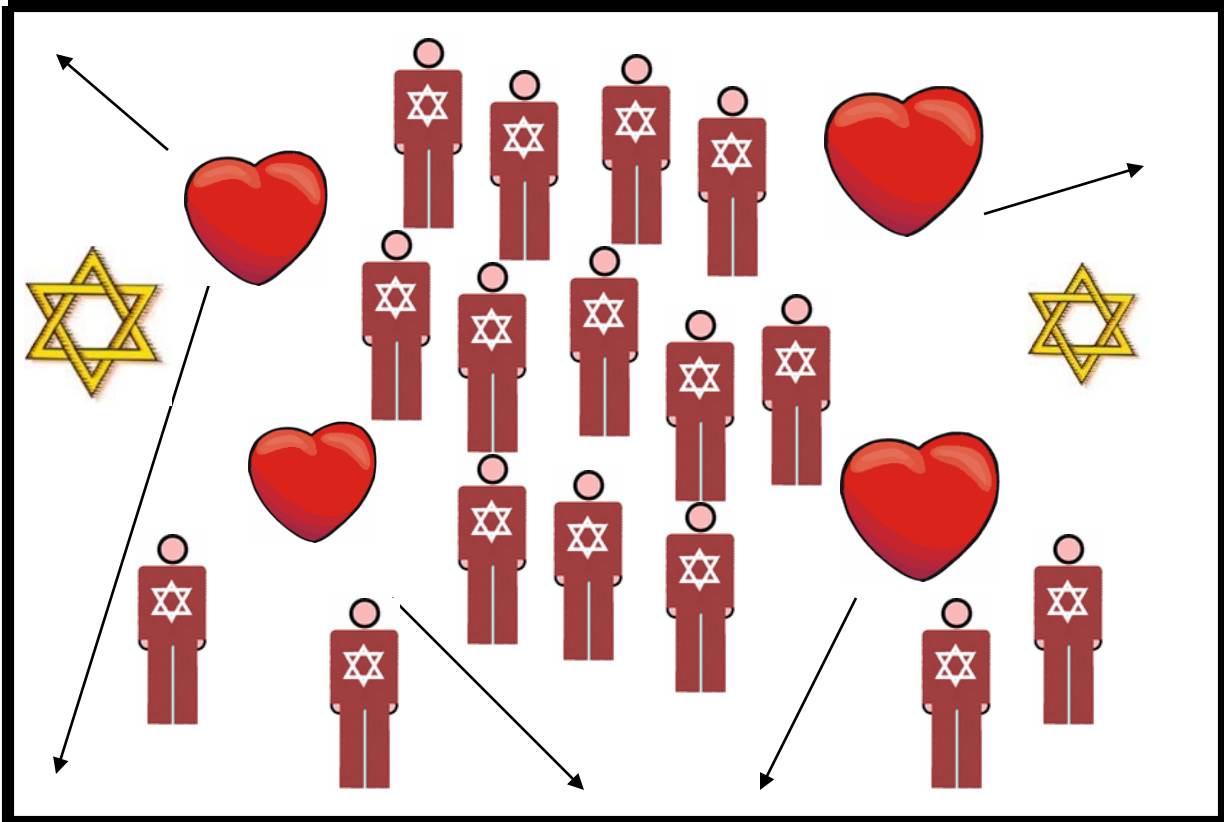
The 9 Rules of Engagement Work

18

1. Engagement is providing people with the opportunity to become aware of their own capabilities.
2. An Engager provides people with the opportunity to work for what they believe in.
3. If you think you can do it for people, you've stopped understanding what it means to be an Engager.
4. An Engager is someone who does not lead but gets behind the people and pushes.
5. You don't develop new leaders, you push people into taking action by refusing to do it yourself.
6. How can you move others unless you are moved yourself? Engagers are able to find and articulate what moves them and draw it out of others.
7. 90% of Engagement is follow-through. Once someone is activated, an Engager must help them take the next step.
8. When you are tempted to make a statement, ask a question.
9. Engagement isn't a job done and it isn't done once, it's a way of being that encompasses the whole way you live in the world.

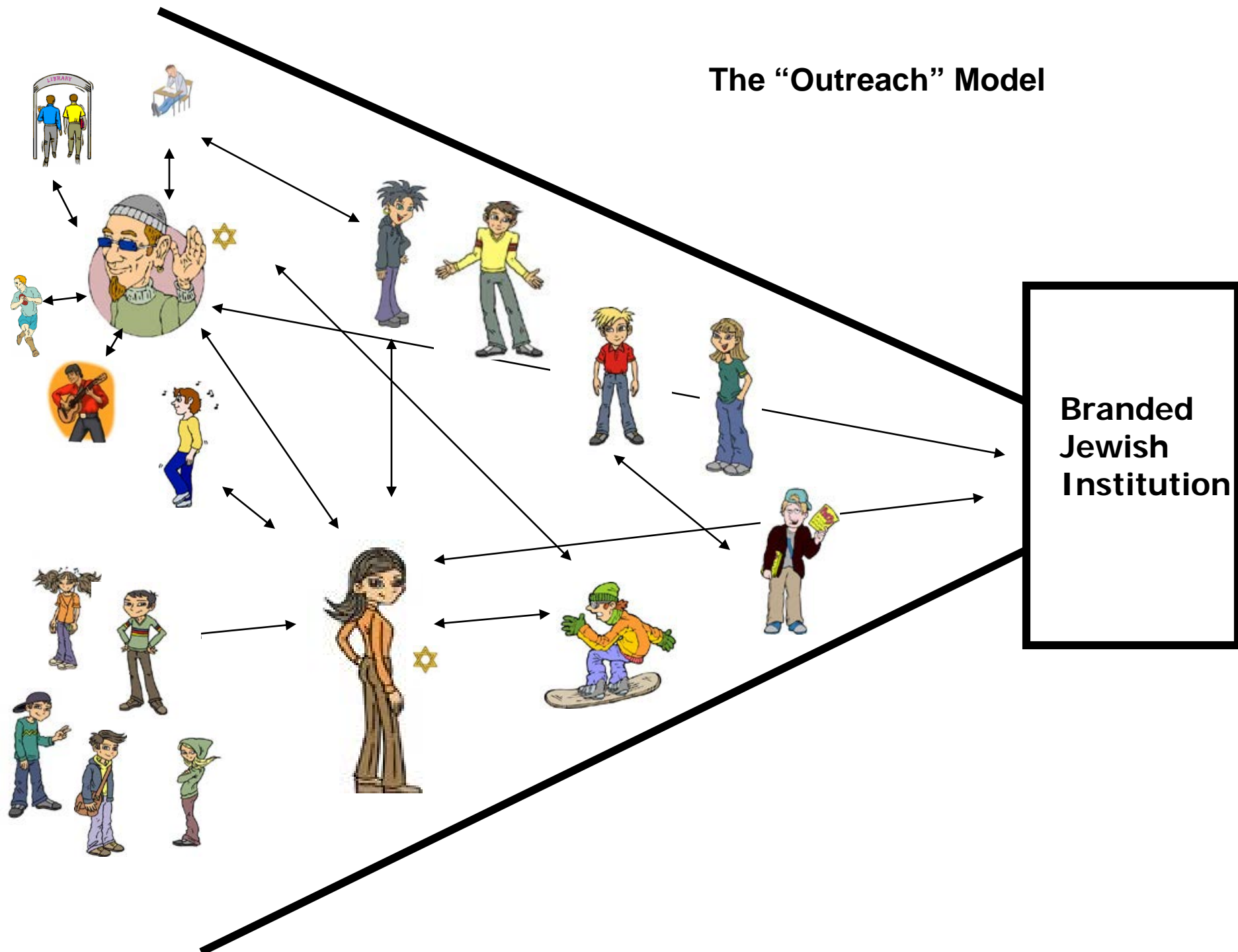
--Adapt from Fred Ross, Sr.

The "Club" Model

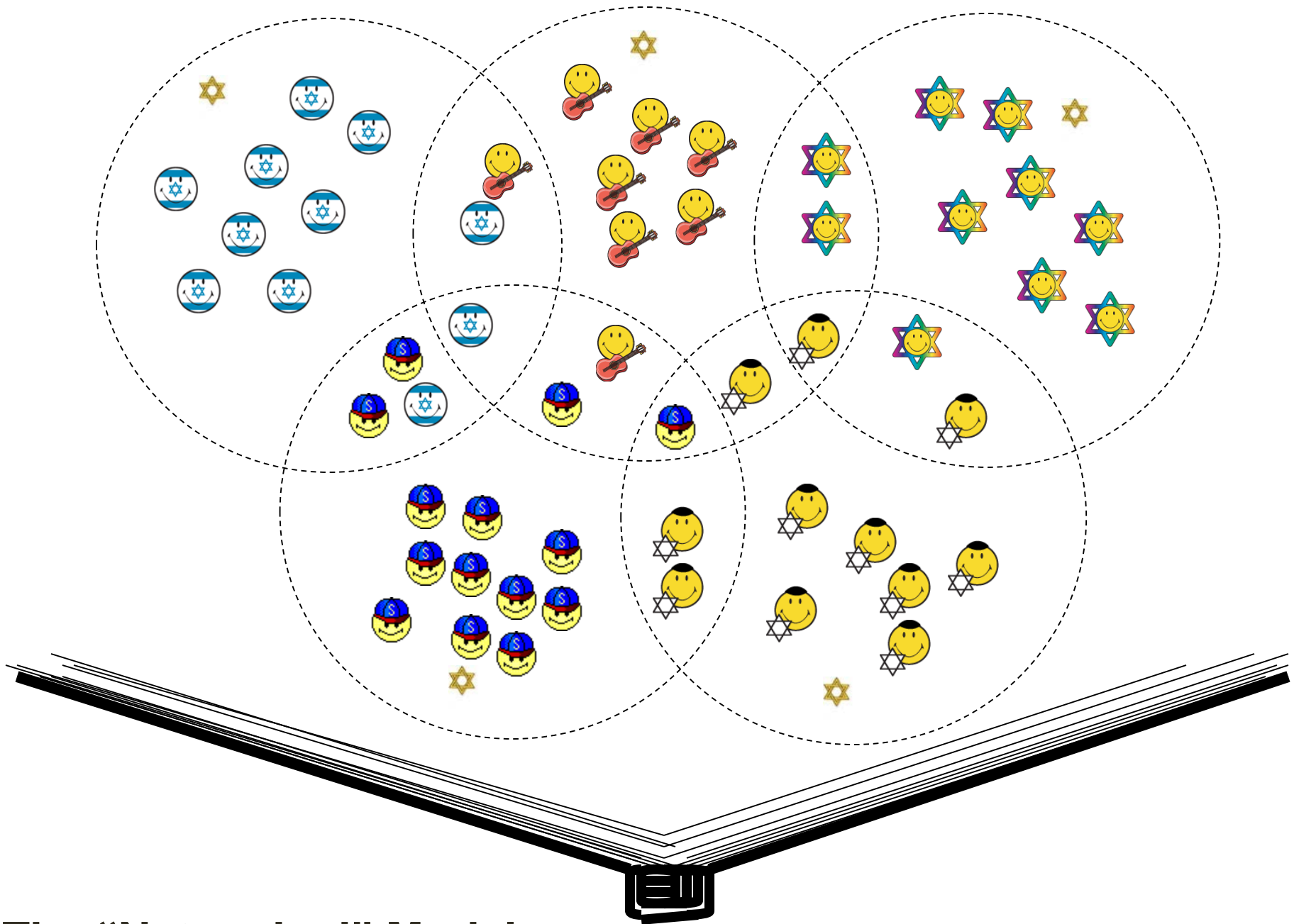


Developed by Simon Amiel

The "Outreach" Model



**Branded
Jewish
Institution**



The “Networked” Model