

The Extreme Fundraising Ezine, Vol. II Issue 14

Welcome to the July 6th edition of Extreme Fundraising!

In this issue, we return to exploring how our natural talents affect the way we raise money. The examination of our “Personal Style” is available in the archives at <http://fundraisingcoach.com/ezine.htm>.

Today, we’ll start looking at the five Driving Abilities: Classification, Concept Organization, Idea Productivity, Spatial Relations Theory, and Spatial Relations Visualization.

I. Driving Abilities: Classification

II. New Class for Fundraisers: Keeping the Plates Spinning

III. Marc’s Speaking

I. Driving Abilities: Classification

The five driving abilities measured by the Highlands Ability Battery are *very* powerful. Whether a person tests high or low, these abilities directly impact job performance and satisfaction. If any one of these abilities is high, it *requires* itself to find an outlet. While there are five Driving Abilities, most jobs only call on one or two so people that test high in many of these abilities need to find outlets for them in other areas of their life.

If you’re currently experiencing stress in your life, it may well be one of the Driving Abilities letting you know it’s not being addressed.

Classification involves non-linear, non-logical problem solving. The [Highlands Company](#) defines classification as: “the ability to take many factors onto account simultaneously in coming up with a solution to a presented problem.” People high in classification say the solution to a problem “just comes” to them. They can’t figure out why everyone else doesn’t “get it” too.

As with the other abilities, let’s look at the characteristics and challenges of people that test high and low in Classification.

******HIGH CLASSIFICATION******

CHARACTERISTICS

People that are high in classification love solving problems, love being intellectually challenged, and love learning new things. These people tend to thrive in chaotic work environments that are fast-paced and offer lots of variety. They love flying by the seat of their pants. They have an uncanny ability to pull lots of different points together and see the “big picture.”

CHALLENGES

People high in classification can become very frustrated when others don't see the solution too. This can be aggravated because, although people high in classification can *see* a solution quickly, they aren't always adept at *communicating* that solution.

These folks can also tend to get restless if they don't feel they're being stimulated enough. They'll even create problems just to have some to solve. Students that leave their term papers until the night before may well be high in classification.

While good at picking up information quickly, they don't like taking the time to learn anything fully. They'll learn enough to get by but they'll think they've learned all there is to learn.

******LOW CLASSIFICATION******

CHARACTERISTICS

People low in classification tend to prefer more stability and seek to create work environments with more structure. They are good listeners and tend to be curious and accepting. They are patient with process and allow people the time it takes for their own personal development. They are also willing to take the time needed to gather all the information and learn subject fully. Given these characteristics, great managers and executives tend to be low in classification.

CHALLENGES

People low in classification can be overwhelmed with new information and change. They tend to be not well suited for chaotic environments and positions that constantly require them to put out fires. Initially the information gathering process can be time consuming which may cause them to look indecisive. Interestingly, once they've amassed enough experience, they're often able to make decisions much more quickly than high classification people—another reason most effective executives tend to be low in classification.

******IMPLICATIONS FOR FUNDRAISING******

Given the tendency of low classification people to be overwhelmed with change, you wouldn't want to tell a donor low in classification about the organization's new executive director, introduce him to the goals of the new capital campaign, *and* tell him of the plans to tear down one of the nonprofit's buildings. You'd want to determine one thing to share with him at a time.

On the other hand, if you're sitting across from a donor who seems restless, she may be high in classification. You might want to speed up what you're saying or tell them about *all* the new developments with your nonprofit. You might even present them with a problem and ask for their ideas on solutions. (Given the non-linear nature of classification, this might work better if you're actually at the location of your nonprofit.)

******WHAT ABOUT YOU?******

Which do you think you are: high classification or low? Remember, there isn't a good and bad in this range. If you think you're high, how do you keep yourself challenged at work? If you think you're low, what kind of structure have you implemented to stabilize some of the chaos?

Drop me an email at: marc@fundraisingcoach.com.

II. New Class for Fundraisers: Keeping the Plates Spinning

How do you balance interruptions and planning? How do you meet your departmental goals when the priorities change daily or hourly? How do you keep all the plates spinning while determining which plates are truly important? When schedules are tight, every unexpected occurrence impacts your entire day. No matter how small the interruption, the ripple effects may be felt throughout your organization!

“Keeping the Plates Spinning” will help you be more successful at the critical fundraising skills of goal-setting and time management. You’ll leave each session with tools you can use to immediately help you regain a measure of sanity in your work day. You’ll learn:

- * 6 powerful tools to help tame the task-list tiger
- * how minding your P’s and Q’s can be crucial to getting your important things done
- * 4 steps to identifying which goals give you the most return on your investment of time
- * and practical ways to “manage up” so that your supervisor or board understands what you do

This teleclasses is a workshop by phone so you can become more successful without leaving your desk. Starting July 13th, we’ll meet every other Tuesday at 3 p.m. EST. (The dates are July 13, July 27, August 10 and August 24.)

It costs \$195 plus the long distance fees for the call. It’s a terrific way to make sure your next twelve months are the most productive ever. To sign up, email me at: marc@fundraisingcoach.com or calling me at (207) 577-1407. MasterCard and Visa are accepted and, remind me that you’re an Extreme Fundraising subscriber for \$50 off the class price!

III. Marc’s Speaking

The APC conference at North Yarmouth Academy was a blast! Thanks to all of you who introduced yourself to me. In the next edition of Extreme Fundraising, I’ll publish the dates for the Nonprofit Fundraising Institute I’m conducting at Central Maine Community College.

To your extreme fundraising success!

Marc

Marc A. Pitman is an executive coach to nonprofit leaders. An expert in helping people identify their natural abilities, he's committed to providing down-to-earth information that will decrease stress and put the "fun" back into fundraising!

The Extreme Fundraising Ezine is a free newsletter of The Fundraising Coach. Pass it on!

The Fundraising Coach, 632 Main Street, Lewiston, ME 04240, <http://fundraisingcoach.com>

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