

## The Extreme Fundraising Ezine, Vol. II Issue 20

Welcome to the October 5<sup>th</sup> edition of Extreme Fundraising!

Since March, we've been examining how our natural abilities affect the way we raise money, how we strategize our work, and how we interact with the people around us. In this issue, I'll attempt to summarize all we've learned and bring this series to an end.

All the previous issues in this series are available in the archives at <http://fundraisingcoach.com/ezine.htm>.

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### ***I. Abilities: A Summary***

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### ***I. Abilities: A Summary***

As we've learned through this series, an "ability" is a hardwired, natural talent that we're born with. It speaks to the things that seem to come naturally to us; the things we do with relative ease. We all do things that we are not talented in. We've built up skills to help us with these tasks but, even with strong skills, these tasks take longer and create more stress than tasks that play to our abilities.

In this series, we looked at what the Highlands Company calls the "Personal Style" abilities: Generalist/Specialist, Introversion/Extroversion, and Time Frame Orientation. These abilities are very transferable between jobs. We saw how the difference between Specialist and Generalist deeply impacts the way we approach work and teams. We also saw how Introversion and Extroversion not only indicated what energizes us but also whether we process information verbally or not. Then we looked at how Generalist/Specialist and Introversion/Extroversion combined to create the distinct patterns of People Influencing, Performer, Renaissance Person, and Professional/Researcher. Finally, we looked at how our Time Frame Orientation, whether short-, mid-, or long-term, mixes with the various personal style attributes.

We moved on to looking at the five Driving Abilities in detail: Classification, Concept Organization, Idea Productivity, Spatial Relations Theory, and Spatial Relations Visualization. These are the abilities that compel us to use them. If they do not find expression in our life they *will* cause dissatisfaction.

Among the things we discovered was that people high in Classification like chaotic work environments and people high in Concept Organization are naturally talented at organizing thoughts. We also saw that people low in both Classification and Concept Organization may make the best executives and managers since they tend to be very effective decision makers. We also looked at how these two combined to create four distinct problem solving patterns: Consultative, Diagnostic, Logistical/Analytical, and Experiential.

We learned that Idea Productivity had to do with the quantity of ideas our brain continually generates, not the quality, and how that can impact our ability to concentrate. We also saw how Spatial Relations Theory and Spatial Relations Visualization deeply impact the satisfaction we get from the work we do.

An important point about abilities is that they do *not* determine whether you can or cannot do a task. The Highlands Company has identified 8 factors that affect your work and life: Abilities, Skills, Interests, Personal Style, Family, Values, Goals, and Career Development Stage. All of these combine to help you complete a job. But when you're working in line with your abilities, it's as natural as breathing—you just do it. But when you're working outside of your abilities, it's like someone with asthma or emphysema breathing—you have to think about each breath. It's not that you can't do things outside of your abilities; it's just that it you'll expend much more energy doing them.

Abilities are not influenced by education or experience. They remain constant throughout life. Skills, on the other hand, *are* learned and can get rusty without constant use.

As we've seen, understanding our abilities can help influence all aspects of the fundraising cycle: cultivation, solicitation, and stewardship. They also can give clues as to why donors—and co-workers!—behave as they do!

#### \*\*\*\*WHAT ABOUT YOU?\*\*\*\*

Thanks to all of you who've shared how these insights are impacting you. I *love* those messages! Keep me informed by emailing me at: [marc@fundraisingcoach.com](mailto:marc@fundraisingcoach.com).

## ***II. Special Pricing for the Highlands Ability Battery***

I'm offering a 20% discount on the Highlands Ability Battery to all Extreme Fundraising readers through the month of October. The Battery is designed to distinguish what comes naturally from what you've learned to do; to separate our abilities from our skills. Rather than asking you or your co-workers to report on yourself, the Battery records your actual performance on real-life work samples. This makes the Battery an objective measure of your natural talent. Based on these results, it assesses how high or low you are in 19 separate natural abilities! (We've only looked at the first ten in this series.)

After completing the 3-4 hour Battery, you receive a 20+ page report on your results *and* a 2-hour feedback session with me. The feedback session is designed to help you process the results and create strategies to immediately apply those results to your life.

The Battery normally costs \$400 but *between now and October 31<sup>st</sup>* any reader of this ezine is entitled to a 20% discount making the total cost only \$320. If you want to have your team of 10 or more do the Battery, I can bring the investment down to \$250 per person.

Email me at [marc@fundraisingcoach.com](mailto:marc@fundraisingcoach.com) if you're interested in taking advantage of this terrific deal!

### **III. My New CD!**

I'm thrilled to announce that my new teaching CD, *Creating Donor Evangelists*, is in the final stages of being mixed. In this exciting audio program based off of my popular special report of the same name, I show you how to apply some relatively inexpensive but high leverage processes that will move your donors from simply being virtual ATMs to being raving fans of your nonprofit.

These CD's will sell for \$14.99 but I'm offering a special pre-publication price of \$10 to you since you're an Extreme Ezine subscriber. Click on this link to pre-order:

<http://www.fundraisingcoach.com/cmd.php?cmd=cart&ProductID=2065335>

or if that URL is too long try:

<http://tinyurl.com/429q3>

To your extreme fundraising success!

Marc

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Marc A. Pitman is an executive coach to nonprofit leaders. An expert in helping people identify their natural abilities, he provides his coaching and training clients with down-to-earth information that decreases stress and puts the "fun" back into fundraising!

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

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