



STRATEGISTS
INC.

2007 Nonprofit Marketing and PR Forum Deb's Doodles of Advice

Push Through Your Philosophical Boundaries:

- 1) **Observe your language and behaviors.** Occasionally be a participant observer and adjust accordingly.
- 2) **Define your box.** What boundaries are limiting your stretch to excellence? Write it down, post it, mull over it and change it.
- 3) **Get out of your box.** Do something different every month to stretch your boundaries.
- 4) **Embrace change.** Be flexible and ride the wave. Get your rhythm and flex with it. Those who are rigid and fight the wave usually drown!
- 5) Better yet, **be the beacon** to see the need for change. **Be the tug boat** to guide your organization through the messy channel of the change process.
- 6) **A wrong turn does not have to be a dead end.** Sometimes we take a wrong turn. Don't make it a bad thing. The journey can be full of beauty and inspiration—if we are observant and appreciative. We can always course correct.
- 7) **Find your creative inspiration.** Whether it is art, literature, architecture, music. Discover it and let it fuel you regularly.
- 8) **Read something totally out of your sphere--**a different magazine every month.
- 9) **Find your passion. When passion dies, move on.** Comfort is the seductive introduction to mediocrity.
- 10) **Discover and celebrate the unique you.** Life isn't about where you work or what you do. It is about WHO you are.

For today, introduce yourself by sharing your passion. Instead of being Susie, who works for xyz, tell people today about Susie, who is passionate about gourmet cooking, illiterate children, or providing a home for stray pets. (Note: this is not about where you work! It is about who you are!)