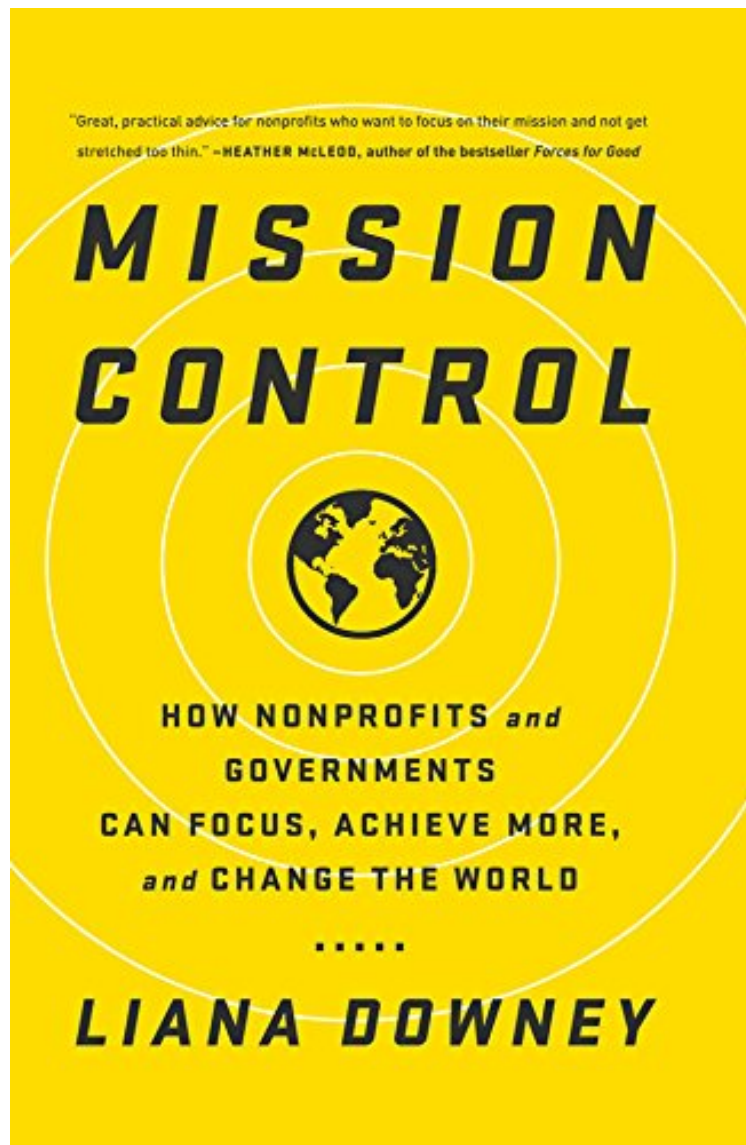


(Free pdf) Mission Control: How Nonprofits and Governments Can Focus, Achieve More, and Change the World

## Mission Control: How Nonprofits and Governments Can Focus, Achieve More, and Change the World

*Liana Downey*

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**Liana Downey : Mission Control: How Nonprofits and Governments Can Focus, Achieve More, and Change the World** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Mission Control: How Nonprofits and Governments Can Focus, Achieve More, and Change the World:

1 of 1 people found the following review helpful. Insightful and Informative Must Read for Executives and Board

Members interested in the Non Profit or Social Enterprise SectorsBy cmarks1813Liana Downey is the quintessential expert in the Non Profit space and her wisdom is spot on. This book is a must read for anyone interested not only in the Not for Profit Sector but actually any Social Enterprise. Ms. Downey describes in easy to read and easy to digest concepts how to succeed in any project by understanding the basic needs or true Mission of an Organization; including the total design of that Mission. She explains how Focus is a major and critical success factor in solving the real problems that face Not for Profits and Social Enterprise Organizations today. The book can easily be read in a short span of time but also put down and picked up again with out loss of context for those of us that are extremely busy and task oriented. Each section stands on its own for easy reference to specific topic areas. This is an amazing leadership guide and as a Not for Profit Executive and a Board Member on several Boards, I highly recommend it to be an integral part of any Board Orientation or Strategic Planning process.0 of 0 people found the following review helpful. A must read for non profit leaders!By Meredith JohnsonEvery leader should read this book. After listening to Liana Downey's interview on Joan Garry's podcast, I ordered my own copy right away. Liana's style is compassionate, and her advice is intelligent and genuine. As a new non profit ED, I read the book cover to cover and implemented Liana's steps in a leadership retreat that I facilitated with my four senior leaders. We worked through identifying our "client", and then set out to identify our "spine tingling goal". Liana's illustration of a "spine tingling goal" helped us to understand the importance of setting clear goals that can be measurable, and easily explained. Liana provides examples of how distracted we can become in non-profits, and how easy it is to get side tracked from our intended goals. Liana has applied an "option tree" approach to describe to her readers how they can lay out step by step plans toward measurable goal achievement. I utilized the workshop agenda in this book and have given copies to members of our university's board of trustees. I am so thankful to have come across this book and highly recommend it!0 of 0 people found the following review helpful. Highly RecommendedBy Joe P.I had to comment on this amazing book,"Mission Control"; Its author, Liana Downey, provides a very meaningful and realistic view into the dynamic world of non-profit and government organizations. Her wealth of experience consulting in the non-profit and government space has enabled her to write this book to help guide socially responsible organizations to stay true to their core mission, focus their efforts and remain relevant.It is a practical "how to" book that I would confidently recommend to Executive Directors and Board members who are concerned about being overextended, overwhelmed and challenged by shrinking funding sources and competition. As a board member for a non-profit organization, I have found "Mission Control" to be extremely valuable.

In the last ten years the number of nonprofits and social sector organizations has grown by almost 25 percent, while charitable giving declined 30 percent over the same period. As a result, many organizations are chasing grants, tweaking and adding to their core activities to match what they think funders are looking for. Almost half of nonprofits surveyed nationally in 2014 said they added additional programs in the last year. The result is colloquially known as "mission creep"-- organizations trying to be everything to everyone. Yet research suggests that the more goals individuals or organizations pursue, the less likely they are to achieve them, leaving these organizations often overwhelmed, underfunded, and unfulfilled. Mission Control: How Nonprofits and Governments Can Focus, Achieve More, and Change the World is designed to restore focus and gain "mission control" to identify the things they should and should not do to drive impact. Drawing from the author's experience of working with thousands of clients at nonprofits and government agencies around the world, both large and small, the book represents the stories of countless mission-driven organizations. Downey helps leaders, teams, executive directors, and boards with the critical task of clarifying an organization's sweet spot at the intersection of what it is good at, what its clients need, and the activities that get measurable and sustainable results.

"Readers will find this book an invaluable guide to identifying their options and setting goals; Downey has created the ultimate get-a-move-on guide for nonprofits that are trying to do too much and accomplishing too little as a result." Publishers Weekly"Great, practical advice for nonprofits who want to focus on their mission and not get stretched too thin." Heather McLeod, author of the best-seller Forces for GoodMission Control is an exciting and timely challenge to non-profits and government organizations to revisit their mission and regain focus. Liana Downey shows leaders how to reset aspirations at a high level, to inspire and genuinely make a difference to the lives of those they serve." Robert McLean, chair of The Nature Conservancy Australia, director emeritus for McKinsey Co, and a board member of Philanthropy Australia"Focus, facts, stakeholders, strategy Mission Control leads you through all of these basics and other critical elements, wisely not glibly. If you're new to the arena of social change, read it. If you're a veteran, refresh on it." Peter Goldmark, former director, Environmental Defense Fund climate and air program; former chairman and CEO of the International Herald TribuneThis book doesn't only tell you what to do, it patiently takes you through how to do it: non-profit strategy in a nutshell, minus the over-simplifications and dogmatic frameworks upon which many lesser efforts are built." Tom Rippin, CEO and founder, On Purpose (UK, Paris)Liana is a true leader who brings rare clarity and insight that helps government and community organizations define and achieve their mission. Mission Control is more than a must-read, it's a practical tool to enable

many more leaders to translate their intentions and effort into clearly realized impact for the benefit of people and communities." Rosemary Addis, founder and chair, Impact Investing Australia "Mission Control is a great tutorial for nonprofit leaders who are determined to accomplish big goals, even during an era of growing distractions and diminishing resources." Kathryn Wylde, President CEO, Partnership for New York City "Mission Control is a timely and practical playbook for the not for profit and government sectors. Liana Downey knows how to get results." Rosanne Haggerty, CEO of Community Solutions, Macarthur Fellow, Ashoka Fellow, Recipient Jane Jacobs Medal As momentum gathers globally to reorient our social system around the outcomes we want to achieve rather than just counting the actions we take, Mission Control offers a practical path for leaders to refocus their organizations' efforts on what matters most." Antony Bugg-Levine, CEO, Nonprofit Finance Fund; coauthor of Impact Investing