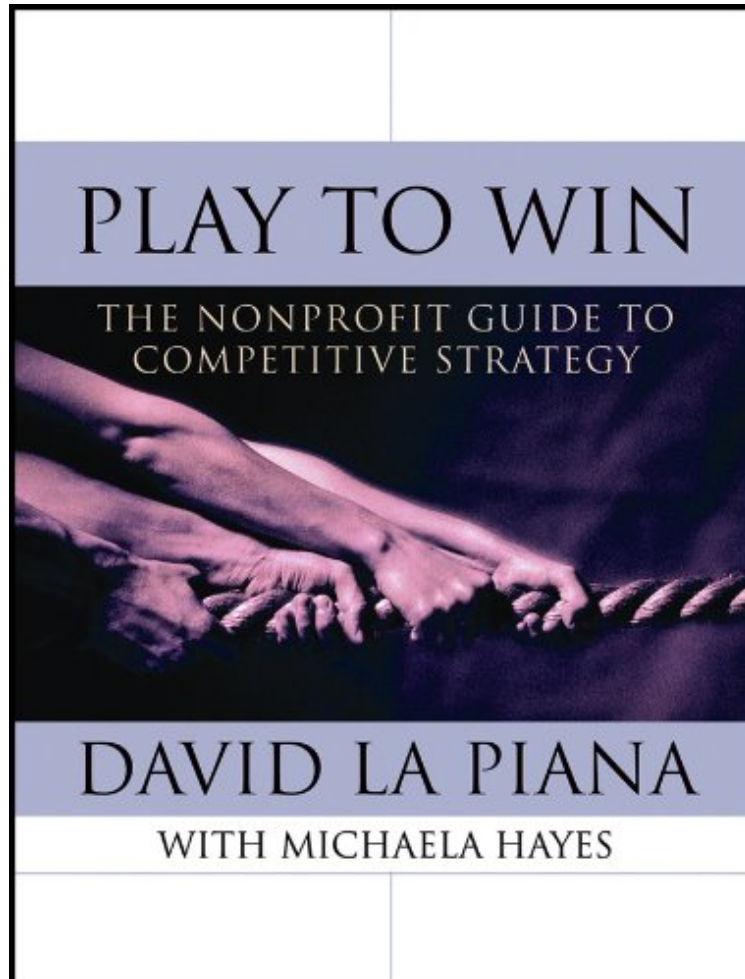


[Download free pdf] Play to Win: The Nonprofit Guide to Competitive Strategy

Play to Win: The Nonprofit Guide to Competitive Strategy

David La Piana

*audiobook / *ebooks / Download PDF / ePub / DOC*



[Download](#)

[Read Online](#)

#2124885 in eBooks 2007-07-24 2007-07-24 File Name: B000Q7ZE5I | File size: 29.Mb

David La Piana : Play to Win: The Nonprofit Guide to Competitive Strategy before purchasing it in order to gage whether or not it would be worth my time, and all praised Play to Win: The Nonprofit Guide to Competitive Strategy:

1 of 1 people found the following review helpful. Highly recommended. By LinRLike many nonprofits, the nonprofit at which I work is led and staffed by people who have big hearts but who are not at all business minded. Play to Win allowed me to bring a new perspective into the dialogue of my organization - a perspective which has helped us expand and sharpen our strategic tools for ways in which to better achieve our mission in today's highly competitive environment. La Piana provides engaging, insightful, and clearly-structured advice complete with practical, ready to use worksheets. A definite must read. 5 of 5 people found the following review helpful. How to develop winning competitive strategies By Midwest Book Review Play To Win: The Nonprofit Guide To Competitive Strategy describes the value of using competition in furthering the mission of a nonprofit organization. While not denigrating the advantages of collaborative strategies, Play to Win gives the reader useful tools for mining the benefits of a competitive stance, including means to assess a nonprofit's position in the marketplace, how to develop winning

competitive strategies, step-by-step directions for leaders to effectively compete for limited resources, and much more. Written by the founder and senior manager La Piana Associates, a consulting firm specializing in problems and strategies unique to nonprofit organizations, Play To Win is highly recommended reading for the leadership of any nonprofit determined to stand out from the crowd.

Play to Win offers nonprofit leaders the help they need to develop their organization's unique competitive advantages and to use the power of competitive strategies to build their organization's capacity for advancing its mission. This book offers a clear description of competition and discusses its practical, ethical, and political ramifications within the nonprofit sector. It demonstrates how, by being a more effective competitor, a nonprofit can enhance its chances for both programmatic and financial success. Play to Win is filled with practical tools for assessing a nonprofit's position in the marketplace and developing winning competitive strategies. Read a Charity Channel review: <http://charitychannel.com/publish/templates/?a=4864z=25> 2006 Terry McAdam Award Honorable Mention: <http://www.allianceonline.org/publications/mcadam06.page>

"This excellent book addresses the key strategic question facing any nonprofit organization--how (and when) to compete without compromising the core values and public expectations that distinguish nonprofits from other types of organizations. David La Piana is eminently qualified to provide students and professionals alike with new insights and helpful tools for navigating the treacherous landscape of nonprofit management." --Kevin Kearns, author, Private Sector Strategies for Social Sector Success "I applaud La Piana's recognition that it is time for nonprofits to bring the notion of competition out of the closet." --Pat Jones, senior vice president, Affiliate Services, Easter Seals "This book is three dimensional: prophetic with its take on competition and collaboration, practical with many tools and resources, and provocative in its ability to describe how it can help breed real collaboration." --Tom Reis, program director, Kellogg Foundation "David La Piana challenges us to view constructive and ethical competition as the driving force behind innovation and real social change." --Jim Denova, senior program officer, Benedum Foundation "An essential resource providing tools executives can use to develop and enhance strategies to move their organizations from a position of survival to a position of strength, and from a position of strength to a position of greatness." --Jan Williams, manager, Strategic Alliance Services, Girl Scouts of the USA "Reveals ethical strategies for vying for scarce resources, maintaining organizational integrity, and strengthening the mission work of the sector." --Mike Hoff, director, consulting services, Center for Nonprofit Management "David La Piana offers humor, ordinary stories and ideas for immediate action steps to make this an eminently accessible and useful book." --Martha Campbell, vice president for programs, Irvine Foundation "Not only do David's words jump off the page--resonating, validating, enlightening--but he provides the nonprofit leader with the tools to compete ethically and effectively in the very competitive environment facing nonprofits." --Connie Cochran, CEO and president, Easter Seals UCP, North Carolina

From the Inside Flap

Most nonprofit professionals are accustomed to using collaboration for improving both organizational effectiveness and program delivery. While collaboration is eagerly embraced, competition is often viewed as a less desirable route for meeting strategic challenges. Competition, however, is an effective and dynamic means for achieving positive results for nonprofit organizations. Play to Win offers nonprofit leaders the help they need to develop their organization's unique competitive advantages and to use the power of competitive strategies to build their organization's capacity for advancing its mission. This book offers a clear description of competition and discusses its practical, ethical, and political ramifications within the nonprofit sector. It demonstrates how, by being a more effective competitor, a nonprofit can enhance its chances for both programmatic and financial success. Play to Win is filled with practical tools for assessing a nonprofit's position in the marketplace and developing winning competitive strategies to advance its mission. Written by David La Piana--an expert on the topic of nonprofit strategy--Play to Win guides nonprofit leaders through the process of developing a strategic approach to interorganizational relationships grounded in direct market feedback. It also provides step-by-step directions for helping leaders compete effectively for limited resources. The book covers the specific areas where nonprofits most often compete, including garnering all types of funding; recruiting board members, staff, and volunteers; attracting and keeping clients; and gaining positive media attention. It reveals how to assess the relative merits of collaboration and competition, and shows nonprofits how to customize an optimal mix of collaborative and competitive relationships.

From the Back Cover

A Step-by-Step Guide for Helping Your Nonprofit Compete Successfully

In this important resource, acclaimed nonprofit consultant, author, educator, and speaker David La Piana shows nonprofit leaders how they can increase the likelihood of organizational success by tapping into the power of competitive strategy. Play to Win demonstrates how your nonprofit can be a more effective competitor in order to enhance its chances for achieving both programmatic and financial success, and ultimately to more effectively advance its mission. Step by step, this vital resource offers the information you need to assess your organization's position in the marketplace and practical tools you can use to develop successful competitive strategies.

Praise for Play to Win

"This excellent book addresses the key strategic question facing any nonprofit organization--how (and when) to compete without compromising the core values and public expectations that distinguish nonprofits from other types of

organizations. David La Piana is eminently qualified to provide students and professionals alike with new insights and helpful tools for navigating the treacherous landscape of nonprofit management." mdash;Kevin Kearns, author, *Private Sector Strategies for Social Sector Success* "I applaud La Piana's recognition that it is time for nonprofits to bring the notion of competition out of the closet." mdash;Pat Jones, senior vice president, Affiliate Services, Easter Seals "This book is three-dimensional: prophetic with its take on competition and collaboration, practical with many tools and resources, and provocative in its ability to describe how it can help breed real collaboration." mdash;Tom Reis, program director, Kellogg Foundation "David La Piana challenges us to view constructive and ethical competition as the driving force behind innovation and real social change." mdash;Jim Denova, senior program officer, Benedum Foundation "An essential resource providing tools executives can use to develop and enhance strategies to move their organizations from a position of survival to a position of strength, and from a position of strength to a position of greatness." mdash;Jan Williams, manager, Strategic Alliance Services, Girl Scouts of the USA "Reveals ethical strategies for vying for scarce resources, maintaining organizational integrity, and strengthening the mission work of the sector." mdash;Mike Hoff, director, consulting services, Center for Nonprofit Management "David La Piana offers humor, ordinary stories, and ideas for immediate action steps. These combine to make this an eminently accessible and useful book." mdash;Martha Campbell, vice president for programs, Irvine Foundation "Not only do David's words jump off the page; resonating, validating, enlightening; but he provides the nonprofit leader with the tools to compete ethically and effectively in the very competitive environment facing nonprofits." mdash;Connie Cochran, CEO and president, Easter Seals UCP, North Carolina