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Being Well: Bringing Wholeness and Purpose to the Practice of Leadership

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Being Well: Bringing Wholeness and Purpose to the Practice of Leadership

Julianne M. Miranda, CPCC, NCTM
MTNA Leadership Summit – Keynote Address
March 28, 2011

A decorative graphic consisting of several sets of concentric circles, resembling ripples in water, is positioned in the bottom right corner of the slide. The circles are light blue and vary in size and opacity, creating a subtle, artistic background element.

Leadership is

An opportunity to give back to the organization in a meaningful way

Privilege and responsibility

Encouragement of others

Feeling strongly about the quality of this organization and the great things it can do for students and teachers, and so supporting it in any way I can

Opportunity to enable young musicians become their best

I do it because

I recognize and support
the value of local, state and
national membership

Truly - the more I serve, the more I learn

I believe in my local association

You should give back more than you
get from your association

*I have been a member of for 36 years and
I love the people in the organization*

I have experienced the benefits of the
association first hand, and I want to give
back, to do my part to keep MTNA strong
so others may benefit

I am inspired by

Examples of commitment,
leadership and graciousness in
those who have served my state

My father, my parents

My students

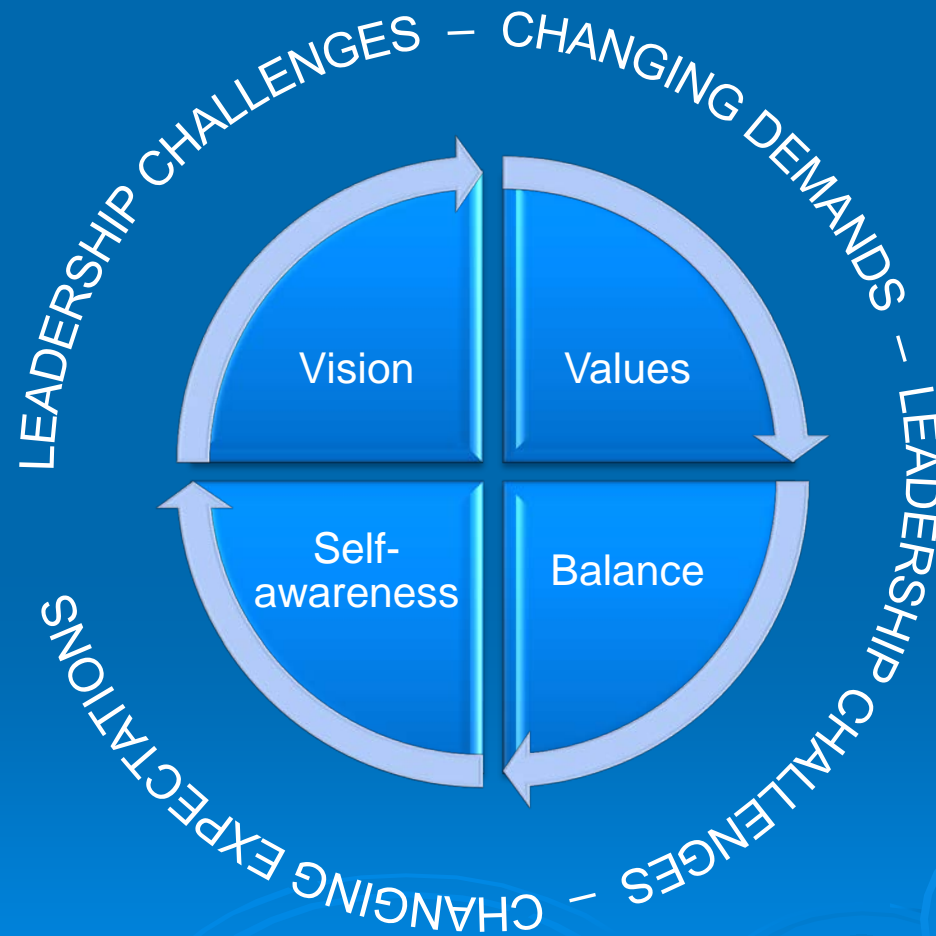
Attending concerts and festivals

The teachers with whom I have
contact on a regular basis

The female presidents who have led MTNA

Past and current leaders
within MTNA

Personal Leadership



Caring your yourself

- The very act of self-care is an act of leadership
- Self care, like leadership, requires a whole-life perspective
- Self-care is a daily activity

"Like a path through the forest, Sabbath creates a marker for ourselves so, if we are lost, we can find our way back to our center."

— Wayne Muller

Caring for the association

- Relationship is fundamental
- Engagement with those in and outside the association are essential for the growth and development of the association



Key Challenges

- Keeping local associations informed and engaged as we strive to keep our state organization efficient, relevant, and vital
- Navigating the organization itself- understanding what's "always been done" and respecting the history while trying to move forward and be innovative. Trying to keep everyone "on task" when they are all busy professionals volunteering their time to this organization.

Key Challenges

- Communication in a sprawling, multi armed organization; adapting to volunteers with varying levels of skills and commitment
- Diverse styles of communication
- Managing conflict

The current IPP - I loved her realistic approach to situations (it is what it is and let's not dwell on the past but figure out how to move forward). I also learned that communication is "key" as President.

Social Capital, Media and Culture

The First Social Network – a Schubertiad!!



Social capital

- Information and resources are shared easily and freely
- People enjoy and benefit from participation
- Social capital is about RELATIONSHIP
- Social capital requires trust and reciprocity

Social media

- Social media builds social capital
 - Transparent
 - Inexpensive, few barriers
 - Serendipity helps develop unexpected relationships
 - Reciprocity is easy
- Organizations need to build, nurture, strengthen and use this capital for change to occur

Social culture

- Not an easy shift to make
- Social doesn't mean outgoing – it means working differently in fundamental ways



If we can get past the idea that social media is just one more thing to do, one more thing to learn, we will see that these tools can help us do what we are already doing – only more effectively.

-Larry Blumenthal

Building your social network

- Facebook
- Twitter
- LinkedIn



Facebook

- Personal/studio account
- Groups and pages for your association



Facebook

facebook

Search

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- Wall
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SMMUSD Arts Ed Advocacy Team Like

Non-Profit Organization



Wall SMMUSD Arts Ed Advocacy Team

Whiz Kid: Steven Gordon Adventure
santamonica.patch.com
The already-accomplished Monica Patch about performance after-party, meeting Tony

ARTS ADVOCACY DAY
THE 2011 NATIONAL ARTS SUMMIT
Washington, DC
April 4 - 5 2011

- Wall
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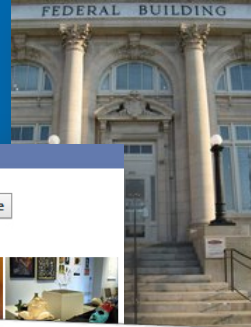
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Are



Community Arts Center Like

Museum/Art Gallery · Danville, Kentucky



Wall Community Arts Center · Top Posts

Community Arts Center
The Grand Hall is full of guitarists learning from Nashville's finest!
Saturday at 10:59am

Arts Advocacy Day Arts Advocacy

Government Organization · Washington, District of Columbia

WHAT'S HAPPENING

twitter (#aad11)

- ♦ Mar. 22 **LEARN, NETWORK, BE HEARD!** Register for National #Arts Advocacy Day 2011 #AAD11 <http://t.co/YUUSGG>
- ♦ Mar. 20 RT @paigemeoan: Arts Advocacy Day is April 4-5, 2011 #AAD11 Spread the word!
- ♦ Mar. 18 Arts Advocacy Day is April 4-5, 2011 #AAD11 Spread the word!

Don't forget-amazing Admission is only \$5!

Twitter

- Real-time updates
- Short and sweet (micro-blogging)
- Post association news, deadlines, info
- Low threshold of technical skill

Royal Opera House

- Libretto constructed from Twitter Posts
- Opera “of the people”



Bringing it together



Magnolia Music Studio

A NATS first! Follow the National Association of Teachers of Singing/Music Teacher National Assoc Spring workshop live from Milwaukee on Twitter March 26-30 #NATSMTNA "The Art of Collaboration" Headliners Denyce Grave and Warren Jones.

Yesterday at 3:17am



Magnolia Music Studio De

Yesterday at 2:34pm

Results for #NATSMTNA

Tweets Tweets with links Tweets near you People



OfficialNATS Official NATS
@MagnoliaMusic Thanks for the RT! #NATSMTNA
12 minutes ago



OfficialNATS Official NATS
#NATSMTNA Great cabaret perf. by david sisco and tom gualtier
check out david's work at www.davidsisco.com
12 hours ago



OfficialNATS Official NATS
NATS to Tweet Live from the Spring Workshop March 26-30
<http://ow.ly/4mrCO> #NATSMTNA
26 Mar

LinkedIn

- A professional version of Facebook
- Regulated connections
- Consider establishing an association profile
- Groups, questions

LinkedIn Questions

LinkedIn Account Type: Business

Home Profile Contacts Groups Jobs Inbox **2** Companies More Answers ▾

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Search Results Results 1 - 10 of 226

All Questions Open Questions

sorted by: [Degrees away from you](#) | [Relevance](#) | [Date](#)

? Volunteerism and Leadership
... it. The "**Volunteerism**" posted by Jeff Mann 3 months ago is the one I want to explore ... I believe that you've got the concept ... **volunteerism** and leading ... '**Volunteerism**' is a combination of servant leadership and exemplary leadership, where ...
12 answers | Asked by Wei LUO [罗伟] [\(2nd\)](#) | August 24, 2007 in Education and Schools

? Whether it be something you did or something you witnessed, can you share a story where brilliant leadership caused morale and productivity to increase even during these difficult times?
... 2. **Volunteerism** is not dead; only it needs a clear agenda and leadership ...
2 answers | Asked by Susan Steinbrecher [\(2nd\)](#) | May 27, 2009 in Organizational Development

Social Media and the Newsletter

- Print circulation – paper newspaper subscriptions down 7 million over the last 25 years
- Online readers – unique readers of online newspapers up 30 million in last 5 years
- Growth in blogs as news sources

Shift in culture and communication

Indiana Music Teachers Association

Indiana Music Teacher online newsletter

HOME

enter search terms ...



2011 MTNA Conference Photos

Photos of IMTA members attending the 2011 MTNA Annual Conference in Milwaukee, WI. Butler University and Ball State University students attend the Student Chapter Reception Audience participation at the Pedagogy Saturday event IMTA Member Juliana Lockman participates in a session Karen Thickestun enjoys sightseeing with "the Fonz" Members of the Indiana Music Teachers Association [...]

2011 MTNA Conference Photos
Mar 27, 2011 | 0 comments

2010 Conference Photos
Mar 05, 2011 | 0 comments

Butler Students to present at MTNA National Conference
Mar 05, 2011 | 0 comments

Certification News
Mar 05, 2011 | 0 comments

Indiana Music Teacher newsletter now online
Mar 04, 2011 | 0 comments

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New MTNA Composition Competition Chair

IMTA welcomes Connie Dailey as the new MTNA Composition Competition Chair. She is an active member of

Popular

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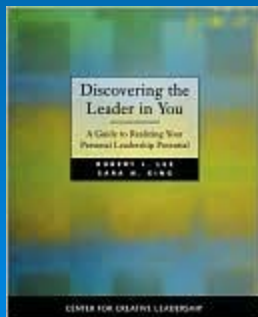
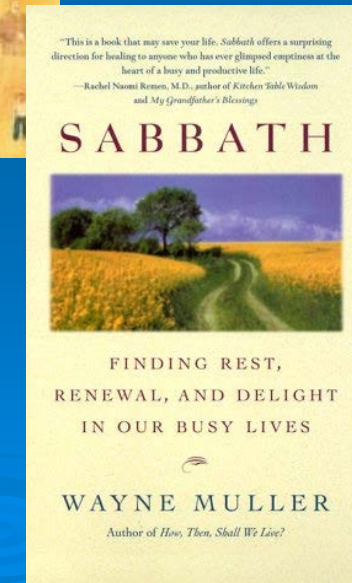
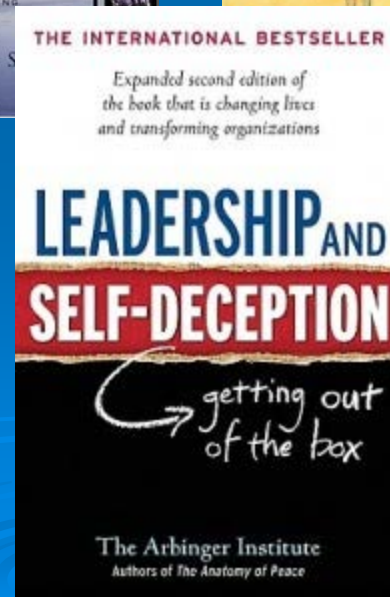
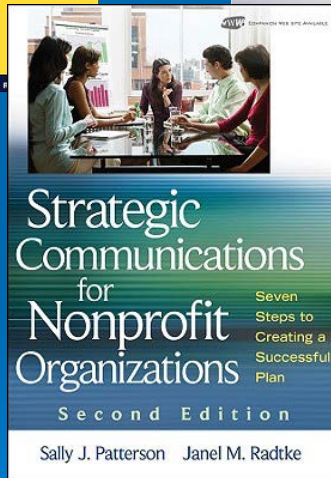
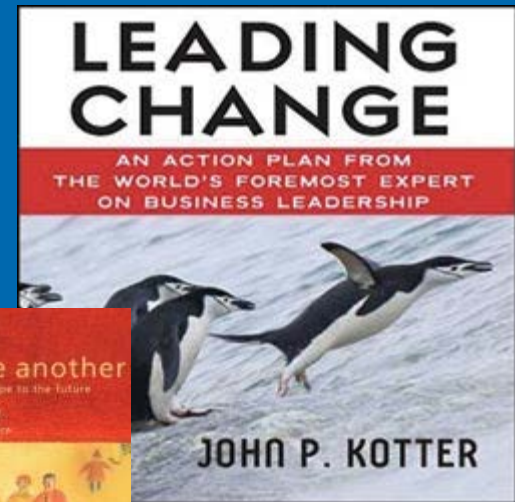
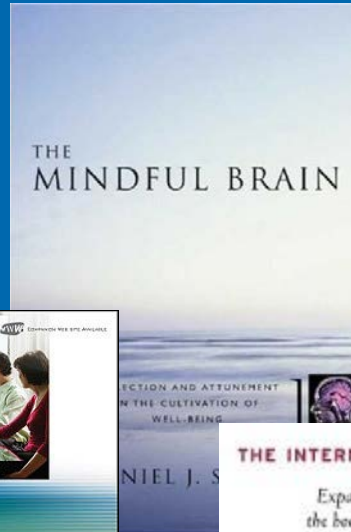
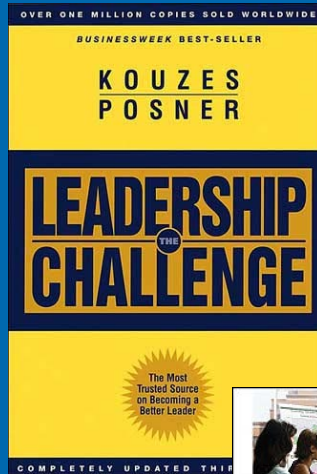
Archives

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Leadership strategies

- Create a schedule
- Take advantage of Google
 - Alerts, RSS, apps
- Prune your information flow
- Choose your tools carefully, find expertise
- Become a better friend
- Be purposeful with conversation
- Unplug and go for a walk!

Leadership Bookshelf



Nearly every problem our world faces is currently being solved in some community by some group or some individual. Imagine if we could only get all these hearts and minds connected so that we could collectively tackle our problems.

- Diane Branson



*The very essence of leadership
is that you have to have vision.
You can't blow an
uncertain trumpet.*

-Theodore Hesburgh



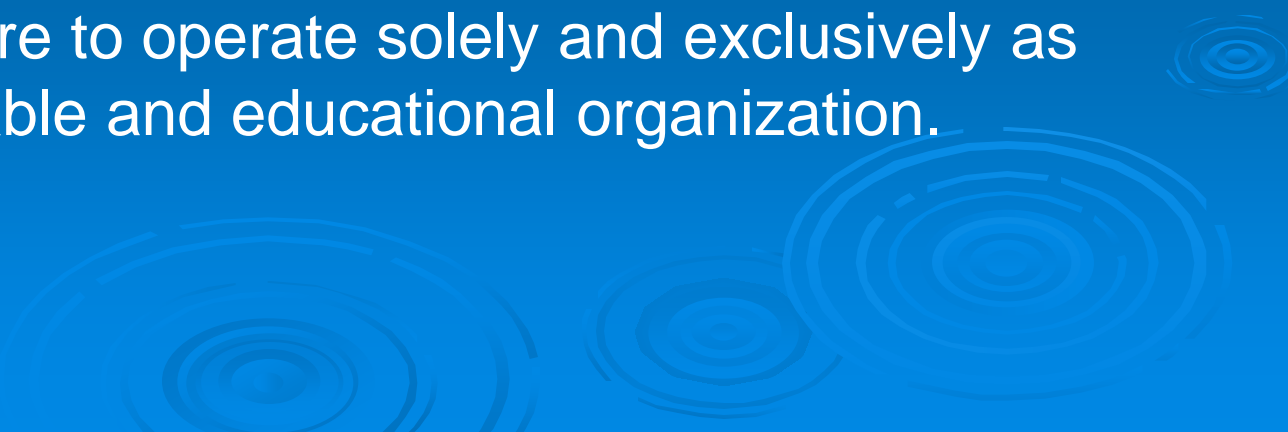
Your Mission Statement

- What are the opportunities or needs that we exist to address? (what is our purpose?)
- What are we doing to address these needs and opportunities? (what is our business?)
- What principles or beliefs guide our work? (what are our values?)

Mission Statement

The Barton County Arts Council (Kansas)

The Barton County Arts Council was formed to strengthen, sustain and enhance existing arts resources of every artistic discipline, both traditional and nontraditional, established and emerging, in response to the cultural needs of the people of Barton County, Kansas. The general purposes of the corporation are to operate solely and exclusively as a charitable and educational organization.

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Purpose

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Purpose: strengthen, sustain and enhance existing arts resources of every artistic discipline

Business

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Business: operate solely and exclusively as a charitable and educational organization

Values

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Values: artistic discipline, both traditional and nontraditional



Your Mission Statement

- Express your purpose in a way that *inspires support and ongoing commitment*
- Motivate those who are connected to the association
- Be articulated in a way that is convincing and easy to comprehend
- Use proactive verbs to describe what you do
- Be free of jargon
- Be short enough that anyone connected to the organization can readily repeat it

Strategies

- Use social media tools to collaboratively write and tell your story
- Have a leadership summit specifically to reconnect the leadership to your mission
- You can't do it all

What I do you cannot do; but what you do I cannot do. The needs are great, and none of us, including me, ever do great things. But we can do small things, with great love, and together we can do something wonderful.

-Mother Teresa

