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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
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

Attending concerts and festivals

My students

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 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
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 Details
Yesterday at 2:34pm

Results for #NATSMTNA

<table>
<thead>
<tr>
<th>Tweets</th>
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<td>Tweets with links</td>
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- **OfficialNATS**: Official NATS
  - @MagnoliaMusic: Thanks for the RT! #NATSMTNA
    - 12 minutes ago

- **OfficialNATS**: Official NATS
  - #NATSMTNA: Great cabaret perf. by david sisco and tom gualtiero
    - 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
    - # me
LinkedIn

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

- Not just new ideas or tools
- Fundamental shift in the concept of work, relationship and communication
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!
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:** strengthen, sustain and enhance existing arts resources of every artistic discipline
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**Business**: operate solely and exclusively as a charitable and educational organization
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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

Excerpted from Strategic Communications for Nonprofit Organizations: Seven Steps to Creating a Successful Plan, John Wiley & Sons, 2009.
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