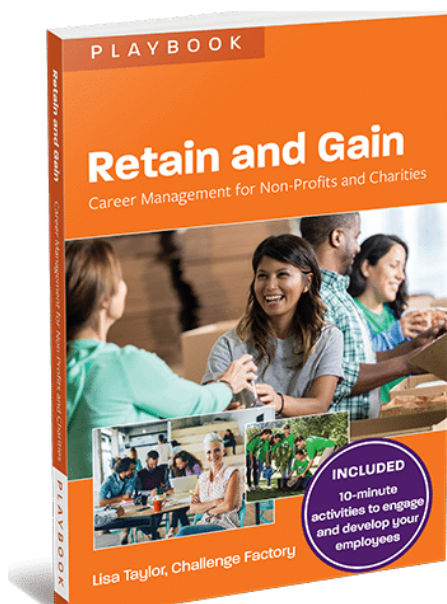


Doing Better at Doing Good

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THE Canadian resource for non-profit teams to recruit, retain, manage and be **READY** for the future of work.



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Paul Nazareth, MFA-P

| What good are we as non-profits and charities if we can't serve and save our own people?

This thought keeps me up at night.

If you're a leader in the social-profit sector it probably haunts you too.

At conferences across Canada we hear that charity and non-profit is a "relationship" and "community" driven sector and profession. And yet it is our turnover and rates of burnout that keeps us from achieving both organizational excellence and personal success time and time again.

And frankly here is what makes this a **MUST** download and share for your team. The author and creators of this book have overcome the three fatal flaws of all social sector resources:

Sector cultural context

Most resources created for the nonprofit sector of a human resources nature are often adapted from American content. And if they're Canadian they have almost never consulted the right players around nonprofit governance, sector trends, future needs and current employment climate. And this book NAILS the partners needed at the table, look at this list! It's the right sector players with the right context and the exact moment in history that Imagine Canada is talking about sector needs, Ontario Nonprofit Network is talking about #DecentWork , Counselling and Lawson Foundations are talking about both mental health and educational structure on deck and in programming with Muttart Foundation who has been focused on capacity and context of charity and society for decades. This is a dream team here - and they have hit it out of the park with this idea and resource.

Crap design. Boring content. Ignores technology. Fears the future.

The author of this book Lisa Taylor has been a personal mentor to me for almost a decade. She has been thinking about career development and the future of work for well over then but I have personally lived the genius of her ideas, programs and knowledge and they have transformed my career and life. But something else is happened here. What if Mozart asked DaVinci to paint his work and then the people at Apple to design a user interface?! That's what CERIC did, they took Lisa's catalytic career content and used beautiful design, interactive structure and actually acknowledged internet resources and future focused technology to take what is almost always boring to brilliant. It's a playbook, workbook and guidebook - bottom line, it's not boring. **You'll USE IT.**

Cost. Cost. Cost: Where scarcity kills scale.

I love career books on work, life, networking and they are almost always expensive. This is the capacity issue that faces the social-profit sector when it comes to use, purchase, scale, application. Well, THIS BOOK IS FREE.

You can't beat that cost.

Download it here and put it in your shared drive, Slack it to your staff, email it to your employees - print out parts of it as needed. IT'S *****ING FREE.

They pulled it off.

This is the mic drop, the holy grail, the ah ha moment . THEY DID IT!

So get on it, start using it. I'm going to. Hope you do too, why don't we resolve to talk about it when we see each other next eh?

Visit the site, see the testimonials, download the book TODAY.

Published by



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