

Critical times call for critical thinking.

For your organization.

For your work.

For yourself.

DIALOGUE INDIANA 2009



**The Strategic Thinking, Planning & Leadership Workshop
Devoted to Nonprofit Organizations**

Innovative Tools. Lasting Connections. New Directions.

December 2-4, 2009 • Waycross Conference Center

THE BEGINNING: 2007

Three Years Ago, Dialogue Indiana Started as an Idea:

To provide Bloomington, Indiana area nonprofit leaders with essential tools to enhance their ability to think strategically, plan successfully, and influence effectively.

We wanted to make it an affordable, meaningful, and valuable learning experience.

We wanted to bring people together to learn, share, connect, and

leave with solid tools to enhance their decision-making abilities.



“I am coming away with more concrete ideas I can implement immediately than any other workshop I’ve attended!”

“Affirmation, connection, resources, laughs, a vision of new possibilities. Thank you!”

“These two days have given me confidence. This has been fantastic!”

TODAY: 2009

It's Not the Conditions, It's the Decisions

Today's roller-coaster economy calls on nonprofit organizations to think deeply about where they are, where they are going and the obstacles in the way.

Our 2009 program gives you essential tools to help you make the right decisions about your issues, enabling you to lead from a place of strategic thought, rather than knee-jerk reaction.



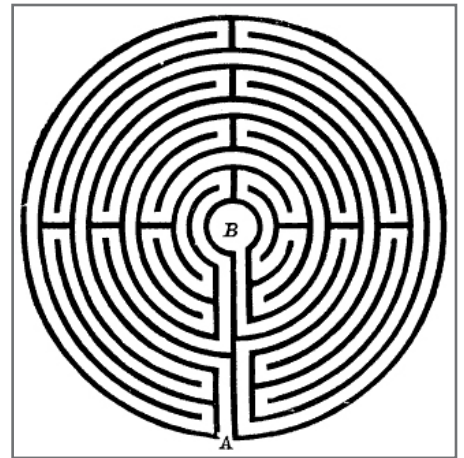
“The workshop was helpful in giving me tools that are simple, but profound. I enjoyed the use of non-conventional methods and different environments in the workshop, making it interesting, fun and stimulating.”

“The workshop was inspirational...it rejuvenated me and gave me great take-away tools.”

DIALOGUE INDIANA

A STRATEGIC THINKING, PLANNING &
LEADERSHIP WORKSHOP FOR NONPROFITS

**Our third annual workshop: December 2-4, 2009
Waycross Conference Center, Bloomington, Indiana**



Today, nonprofit organizations everywhere are facing changes and ever tighter budgets.

Dialogue Indiana 2009 offers those in nonprofit organizations essential thinking, planning, and leadership tools so they can lead with greater focus and confidence through uncharted territory.

None of us can predict what will happen next month or next year.

But we can arm ourselves with solid thinking and decision-making tools so that we respond with confidence, rather than apprehension and with opportunity, rather than helplessness.

Now in our third year, we invite you to be part of a Workshop that will help you enhance every aspect of your personal and professional development. For about the cost of a Webinar, you'll have two days of hands-on, interactive learning — and leave with a host of contacts and resources that will last long after the workshop is over.

Won't you join us for a one-of-a-kind learning opportunity?

THE PROGRAM

Dialogue Indiana is hosted by a group of Indiana area nonprofit professionals and led by Joe Williams of Joe Williams Communications, Inc., a leading research, planning and training organization. For the last 24 years, Joe has led his popular “Dialogue in the Desert” week long strategic planning workshop on a ranch in Arizona. Joe is bringing some of the valuable tools from that workshop to Dialogue Indiana where he will introduce you to the most elegant, practical and yet simple tools for thinking strategically, planning effectively and influencing persuasively. The result is that you’ll return to your organization with a proven recipe for knowing how to lead from within with confidence and authenticity, no matter your job level or organization.

On Wednesday evening we’ll have a welcoming reception, eat dinner and introduce you to the initial tools of the workshop. Through an engaging group activity you’ll start to experience the essence of strategic thinking and, at the same time, learn about your fellow colleagues, who by Friday will become lasting connections.

Thursday we’ll delve into the meat of the workshop: **the MindMap**. This is not the brainstorming tool that was popular back in the 1980s, but rather a way of thinking and planning. Joe will show you how to use the MindMap as a thinking tool to focus on an issue and arrive at a strategic plan of action. **Bring an issue, dilemma, or opportunity facing you and/or your organization, and, using the MindMap, you’ll plot out a course of action. Dialogue Indiana doesn’t present strategy and planning from a sterile, corporate approach, but rather, from a human standpoint of honesty, empathy, intention and focus.**

In doing this, you’ll have the opportunity to address pressing issues facing your organization or you can learn how to use the MindMap tool on generic issues that we provide.

Thursday evening after dinner we’ll reconvene for an interactive group session. This isn’t a 9-5 conference!

On Friday we’ll start the day early with an optional mindfulness session. After breakfast, you’ll learn powerful tools for making effective presentations and dealing with conflict and resistance. Following that we’ll introduce you to “Invent-O-Matic” — a powerful brainstorming technique where we’ll put the group to work on your pressing issues. This alone is worth far more than the cost of the program! The Workshop will conclude not later than 3:00 p.m. Friday.

What Will You Take Away?

- **The MindMap—A tool like no other: This innovative “map” gives you the framework and structure to think strategically and plan effectively about issues your organization faces. It’s a perfect process for examining an issue from 360-degrees.**
- **Tools for enhancing your ability to engage, influence and be a more persuasive presenter when it comes to “selling” your ideas to management and others.**
- **“Invent-O-Matic” — An exciting and refreshing way to brainstorm ideas that involves the power of the group.**
- **A new way to think about how to lead through listening, rather than by telling, that will help you lead from any position.**
- **A powerful technique for dealing with resistance and conflict to the ideas and plans you offer.**
- **Greater focus, confidence, and authenticity in what you do and how you do it.**
- **Greater balance in your life through optional early morning yoga sessions.**
- **Walking the labyrinth—Waycross, our retreat center, has two labyrinths and Dialogue Indiana hosts Luanne Holladay and Barbara Coffman will give us an orientation to experiencing this ancient and meditative process.**

THE LOGISTICS

The workshop is held at the Waycross Conference Center near Morgantown, a 30-minute drive from Bloomington, Indiana and a great setting for our two days of focused work. The workshop begins at 6:00 p.m. Wednesday, December 2 with an opening get-together, followed by dinner and an evening session. The workshop ends by 3:00 p.m. on Friday, December 4.

The Hosts of Dialogue Indiana

Dialogue Indiana is hosted by a group of Bloomington-area professionals, some of whom who have participated in the Joe Williams Dialogue in the Desert strategic communication workshops. We have taken the initiative to design a special program, using some of the tools from Dialogue in the Desert, for the educational benefit of nonprofit organizations. The Dialogue Indiana team consists of:

- **Barbara Coffman** (IU Foundation), coffman@indiana.edu
- **Ellen Michel** (Bloomingfoods), ellen@bloomingfoods.coop
- **Bill Holladay** (IU Foundation), bhollada@indiana.edu
- **LuAnne Holladay** (Lotus Education & Arts Foundation), luanne.holladay@gmail.com
- **Anne Palmer** (IU Office of Enrollment Management), apalmer@indiana.edu
- **Paul Sturm** (IU Art Museum), psturm@indiana.edu



Some of the Dialogue Indiana host team after the 2008 Workshop: Bill and LuAnne Holladay, Joe Williams, Anne Palmer and Barbara Coffman.

About Your Workshop Leader



Joe Williams is recognized as one of the leading thinkers, practitioners, and teachers in organizational communication. He has won more than 100 national awards, including 12 Gold Quills from the International Association of Business Communicators, which named him a 2009 Fellow, their highest honor. Before forming Joe Williams Communications, Inc. in 1985, he was with TRW for 10 years as manager of communications. He earlier served on the editorial staff of the Daily American newspaper in Rome, Italy. Today, his firm provides strategic planning, research, training and consulting services to leading international firms such as General

Dynamics, McGraw-Hill, Chevron, MTS Allstream (Winnipeg), Northeast Utilities, FirstEnergy, Farm Credit Corp. (Saskatchewan), The Federal Reserve Bank, Butterfield Bank (Bermuda), and the Susan G. Komen Foundation, among others.

Register Today; Space is Limited to 20 Participants!

Dialogue Indiana, December 2-4, 2009.

Location: Waycross Conference Center, outside Bloomington, IN

Workshop Fee: \$480 single accommodation; \$440 double accommodation.

Fee includes the workshop, handout material, two nights at Waycross and all meals.

No where else can you get the tools, the value and the return on your investment for a workshop fee this low.

To register go on-line to
www.jwcom.com/bloomington/

DIALOGUE INDIANA

Strategic Thinking & Planning Like You've Never Done it Before