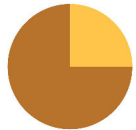
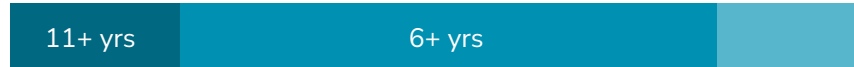


# Exploring new ways to support not-for-profit leaders

At Phil, we've noticed that the challenges Executive Directors and CEOs of not-for-profits face are becoming increasingly complex. So, we wanted to explore how we could support leaders like you beyond our typical client work. In May 2024, we conducted a survey through LinkedIn to gauge interest in an ED Peer Support Group.

## Here's what we discovered

**Experience in the sector:** Over 80% of respondents have been working in the sector for six or more years, with nearly 20% in their current role for 11+ years.



**Need for peer support:** More than 70% indicated that a peer support group would be helpful or very helpful, with 26% finding it “very helpful.”

**Isolation & learning:** Many believe a peer group would break their sense of isolation—something that’s worsened during and after the pandemic—and offer a chance to share challenges and learn from each other.



## Trust

Several respondents emphasized the importance of trust and a safe space where they could openly share both the highs and the lows of their roles. If we move forward, building trust will be critical.

## Topics you most want to discuss

The topics discussed will also play a significant role in determining participation.

Out of the suggested topics, these four emerged as the top priorities:

1. Revenue generation and diversification of funding sources
2. Human resources (recruitment and retention)
3. Organizational strategy
4. Marketing and communications



## Preferred format and features



### Expertise & Discussions

80% want a blend of expert speakers followed by Q&A, as well as facilitated conversations on topics of their choosing.



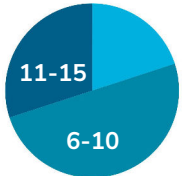
### Session structure

77% prefer a mix of in-person and virtual sessions. 87% want sessions that last no more than 90 minutes, with just under half preferring 60 minutes.



### Timing

Almost 50% would like sessions during lunch, while 42% are open to any time during working hours.



### Group size

50% prefer 6-10 participants, while just over 30% would like groups of 11-15 participants.

## Next steps

With this valuable feedback in hand, we're excited to announce that Phil will be designing the first ED Peer Support Group session with an **in-person gathering** in Montreal on November 7th 2024 from 10:30am to 2:30pm, with a **Zoom option** on November 5th 2024, from 10:30am to 12pm, for those who can't make it in person.

We are planning to organise online support group sessions every 3 months with hopes of in person gatherings from time to time as we test the level of interest and availability.

We look forward to co-creating a space where you can share, learn, and find inspiration as you tackle the critical work ahead.

**phil**