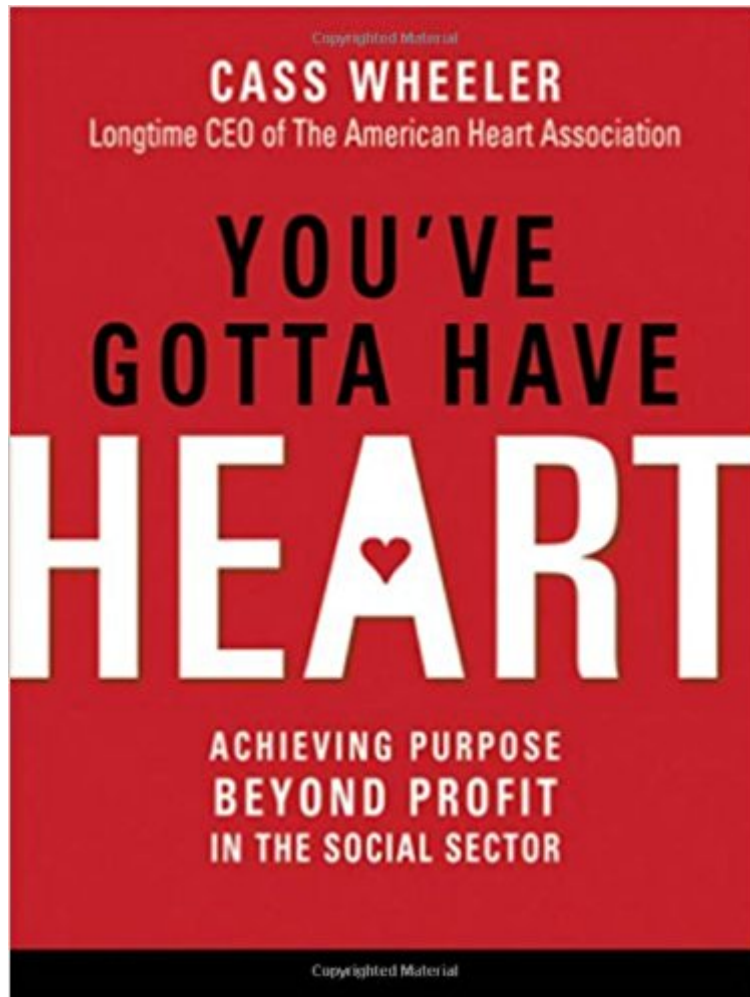


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# You've Gotta Have Heart: Achieving Purpose Beyond Profit In The Social Sector



## Synopsis

We all know that the definition for success in the corporate world is fairly straightforward. To be considered great, companies first need to turn a profit. For organizations in the social sector, however, the challenge is much bigger. To be truly effective, they must stay relevant and, above all, stay true to their mission. For the past thirty-five years, Cass Wheeler has ensured that the American Heart Association has fulfilled its calling to save lives and educate the public about heart disease by adopting some of the same strategies used in the for-profit sector. In "You've Gotta Have Heart," he shows people at all levels of a nonprofit how to make sure their hard work really pays off. Using examples of some of the American Heart Association and others, Wheeler reveals the leadership skills that will help employees, volunteers, and board members excel at their jobs, become good role models, and build a more visionary, creative, and disciplined nonprofit organization. Readers will discover: why a mission statement is not the same as a sense of mission - the characteristics of successful nonprofit leaders - how to combine the nonprofit mission with the management lessons of the business world - how to define an organization's core values and business model Filled with honest, practical, and thoughtful lessons from the author's own experience, this book will ensure that nonprofits of every size continue to do great and be great.

## Book Information

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## Customer Reviews

I have known and occasionally worked with Cass Wheeler during his tenure as CEO of the American Heart Association and finally decided to read his book, "You've Got to Have Heart" on

how to manage and grow nonprofit organizations. The book covered everything from staff and volunteer development to budgeting to how to organize to lobby for public policies to promote public health. He builds everything around clarity of thought on what your organization seeks to accomplish to promote the public good. This seems like a simple idea, but it is one that many nonprofits - including both small NGOs and the huge University of California that I have been associated with - sometimes forget in the struggle for funding and internal organizational politics. Wheeler makes a strong case that such a focus can help push beyond these problems. But the most interesting and challenging idea is Wheeler's idea of a "breakthrough goal" designed to push the organization to accomplish something that "you may previously thought to be impossible." Such a goal needs to be rooted in a clear understanding of the organization's its mission and core values and provides a rallying point and metric against which tactical decisions can be measured. Wheeler gives several examples of such goals (landing a man on the moon) and makes the point that even if the organization falls short, the effort will often lead to accomplishments well beyond what could be accomplished with incremental muddling forward.

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