

PRESS KIT / 2012



The Frances Hesselbein
LEADERSHIP INSTITUTE



The Frances Hesselbein LEADERSHIP INSTITUTE

SUMMARY

TAGLINE To serve is to live

MISSION To strengthen and inspire the leadership of the social sector and their partners in business and government

VISION A vibrant social sector celebrated as the equal partner of business and government

OUR MESSAGE The Frances Hesselbein Leadership Institute connects the public, private and social sectors with curated resources and relationships to serve, evolve and lead together.

By fostering leadership grounded in

- the passion to serve
- the discipline to listen
- the courage to question
- and the spirit to include

the Hesselbein Institute works to create an open, responsive, global social sector.

We share wisdom cultivated over two decades— from our groundbreaking work as both the Peter F. Drucker Foundation for Nonprofit Management and the Leader to Leader Institute—guided by the vision, commitment and spark of Frances Hesselbein.



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HISTORY

We began as the Peter F. Drucker Foundation for Nonprofit Management in 1990 with a simple challenge: How to share the best thinking on leadership and management with our partners in the social, public and private sectors, and to move Peter Drucker's philosophy and work around the world.

Six weeks after Frances Hesselbein left Girl Scouts of the USA, the largest organization for girls and women in the world, she became the CEO of the smallest foundation in the world, with no money and no staff, just a passionate vision and mission.

Twenty years later, the Peter F. Drucker Foundation for Nonprofit Management was known as Leader to Leader Institute, which, with the contributions of more than 400 great thought leaders, has published 27 books in 30 languages and delivered global webinars, programs and training.

In 2012, the Institute honored founding and active president Frances Hesselbein by renaming the Institute in her name.

The Frances Hesselbein Leadership Institute continues to nurture the social sector by formally incorporating the leadership lessons Frances has developed throughout her remarkable life: the responsibility to serve, the language of respect, the vision of collaboration, the focus on inclusion and diversity and the importance of mission.

A few powerful, consistent messages continue to ring true... We share the same bottom line—changed lives... Management is a tool, not an end... Donors no longer reward good intentions; they reward results. We share the dreams of our social sector colleagues; we work to help them manage their dreams. We energetically seek new alliances with the private and public sectors to address critical societal needs as equal partners with social sector organizations.

We are on a journey whose destination is changed lives.

We believe that **to serve is to live.**



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PROGRAMS

ONLINE GLOBAL RESOURCES

The Institute and The Global Dialogue Center partner to bring you free, interactive webinars. Global in scope—participants from 40 countries and 46 different states have joined us—and timely in themes, these 60-minute conversations with Frances Hesselbein and special guests are focused on key leadership challenges of today.

Leadership Dialogues are free insightful video and audio interviews with the world's most inspiring leaders from the social, public and private sectors. *Leadership Dialogues* provide free, real-time access to insights from the best thought leaders in every nation around the world. Videos are catalogued by topic and searchable for content, making leadership content accessible 24/7 across the globe.

PUBLICATIONS AND COMMUNICATIONS

The Institute's free monthly e-newsletter, *Leading Today*, is used as a vehicle to communicate social sector programs, events, publications and leadership initiatives. Each month, we profile one social sector organization's innovative service, program or partnership employed to make a difference in the lives of the people it serves. This *Innovation Profile* aims to encourage collaboration and program replication. We also offer a free daily *Leadership Tip of the Day* e-newsletter which includes leadership insights culled from 20 years of our books, monographs and journals.

Our subscription-based, award-winning *Leader to Leader* Journal offers writing from today's most-respected thought leaders, addressing management challenges we all face, as well as discusses new strategies for cooperation across all sectors.

PETER DRUCKER'S THE FIVE MOST IMPORTANT QUESTIONS WORKSHOP

The Five Most Important Questions Workshop, led by certified facilitators who are part of the Institute's Facilitator Network, helps organizations anticipate change and align organizational competencies and commitment with opportunities.

THE HESSELBEIN GLOBAL ACADEMY FOR STUDENT LEADERSHIP & CIVIC ENGAGEMENT

Annually since 2009, 50 global student leaders gather at the University of Pittsburgh for a leadership Summit to learn how to be effective, ethical, and innovative leaders. Through dynamic global mentorship, training, and service opportunities, student leaders of today will become the business, community, and government leaders of tomorrow.

THE GENERALS IN TRANSITION PROGRAM

Launched in 2002, the Institute provides military leaders greater access to leadership opportunities in the social sector and non-defense industry—where their leadership skills and talents bring great social benefit to America.



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FACT SHEET

STATISTICS

- Publication of twenty-seven books in twenty-nine languages and more than 200 videos, including Leadership Dialogues, on management, innovation, change, and collaboration for leaders in all sectors.
- Publication of *Leader to Leader*, an award-winning journal for over fifteen years. *Leader to Leader* offers cutting-edge thinking on leadership, management, and strategy written by today's key thought leaders from the private, public, and social sectors. *Leader to Leader* has received APEX Awards of Excellence annually from 2009-2011.
- Presentation of *Leadership by Example*, a free, online, Webinar Series in 2011 convening thousands of social sector leaders, corporate executives and University students from more than 40 countries around the world.
- In 2012, the Institute was renamed The Frances Hesselbein Leadership Institute to honor the legacy and ongoing contributions of founding and current president and CEO Frances Hesselbein.

LEADERSHIP

Frances Hesselbein, *President & CEO*

frances@HesselbeinInstitute.org

Gloria Fahlikman, *Executive Assistant to President*

gloria@HesselbeinInstitute.org

Theresa Berenato, *Vice President and Director of Communications*

theresa@HesselbeinInstitute.org

Risa Cohn, *Director of Programs and Business Affairs*

risa@HesselbeinInstitute.org

Justine Elyse Green, *Director of Events & Engagement*

justine@HesselbeinInstitute.org



FRANCES HESSELBEIN/ President and CEO Founded in 1990 as The Peter F. Drucker Foundation for Nonprofit Management, the Institute was renamed this year in honor of the legacy and ongoing contributions of Mrs. Hesselbein. One of the most highly respected experts in the field of contemporary leadership development, she was awarded the Presidential Medal of Freedom, the United States of America's highest civilian honor, in 1998 for her leadership as CEO of Girl Scouts of the U.S.A. from 1976–1990 and her role as the founding president of this Institute, as well as her service as “a pioneer for women, volunteerism, diversity and opportunity.” Her contributions were also recognized by the first President Bush, who appointed her to two Presidential Commissions on National and Community Service.

In May, 2011, Mrs. Hesselbein was duly honored with two Lifetime Achievement Awards from ATHENA International and Best Practice Institute in New York. From 2009–2011, Mrs. Hesselbein served as the Class of 1951 Chair for the Study of Leadership at the United States Military Academy at West Point, in the Department of Behavioral Sciences and Leadership. She is the first woman, and the first non-graduate to serve in this chair.

In 2009, the University of Pittsburgh introduced The Hesselbein Global Academy for Student Leadership and Civic Engagement. The Academy's aim is to produce experience and ethical leaders who will address the most critical national and international issues and to advance positive social and economic initiatives throughout the world.

She serves on many nonprofit and private sector corporate boards, including the Board of the Mutual of America Life Insurance Company, New York, the Bright China Social Fund, the American Express Philanthropy, and U.C.S.D. Graduate School of International Relations and Pacific Studies and Center for Creative Leadership's Alliance Advisory Council. She was the Chairman of the National Board of Directors for Volunteers of America from 2002–2006.

For her exceptional work and her continued commitment to developing leaders of all ages as demonstrated in her work with the Institute, in 2009 Mrs. Hesselbein was awarded the Lifetime Achievement Award at the 34th Annual Tribute Dinner of the Girl Scout Council of Greater New York. Mrs. Hesselbein was also inducted into the Enterprising Women Hall of Fame and is a Distinguished Daughter of Pennsylvania.

In 2008, Mrs. Hesselbein was presented with the International Leadership Association's Lifetime Achievement Award in Los Angeles, and the Tempo International Leadership Award in New York City. She was named a Senior Leader at the United States Military Academy, 2008 National Conference on Ethics in America. In 2007, Mrs. Hesselbein was awarded the John F. Kennedy Memorial Fellowship by Fulbright New Zealand and was the first recipient of the Dwight D. Eisenhower National Security Award in 2003.

Mrs. Hesselbein is the recipient of twenty honorary doctoral degrees. She is editor-in-chief of the award-winning quarterly journal *Leader to Leader* and is the coeditor of twenty-seven books in twenty-nine languages and has traveled to sixty-eight countries representing the United States. She is the author of *Hesselbein on Leadership* and in 2011 her second book, *My Life in Leadership*, was published.



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GENERAL PRESS CONTACT

Theresa Berenato, *VP & Director of Communications*
theresa@HesselbeinInstitute.org | 212-224-1177

The Frances Hesselbein Leadership Institute
320 Park Avenue, 3rd Floor
New York, NY 10022 U.S.A.

contact@HesselbeinInstitute.org
www.HesselbeinInstitute.org

Phone:
212.224.1174

Fax:
212.224.2508