



Civic Leadership

Leaders of nonprofit organizations must step up to become leaders in their communities.

This presentation was made by John Durel at the annual meeting of the American Association of Museums in 2008. It briefly outlines key concepts related to Civic Leadership.



Be a leader in your community

Define your community: city, state, nation, global

What is your organization's mission?

Who will benefit most from your organization's resources?

Expand your thinking!



Be more than a leader of your organization

See yourself as a civic leader, with concern for the whole community

What are your community's needs, interests, and aspirations, even those that do not appear to be related to your organization?

What is the "civic conversation" in your community?



***Does anyone have a vision for your
community's future?***

How will your community be better in the future?

What changes will occur?

What needs will be addressed?

What opportunities will be seized?

Can you take a leadership role and help others
craft a compelling vision for your community?



Make the community vision compelling

I have a dream....

Imagine a community where....

Envision our community when....

- Powerful, audacious
- Desirable, a generosity of spirit
- Concrete – paint a picture, tell a story
- Timely and timeless



Tie your organization to the community vision

Core Purpose – what fundamental human needs or interests does your organization address?

Core Values – what are the beliefs and principles that guide your work?

Unique Resources – what do you have that can benefit your community – assets, facilities, collections, people, knowledge, expertise?

***How can these be used to help the
community achieve its vision?***



Tie your organization to the community vision





Civic Leadership

Not how can the community help us achieve our goals.

Rather, how can we help the community achieve its vision.