

Program Description



YESOD

Volunteer Leadership Development Program

PROGRAM GOALS:

Yesod, the Hebrew word for foundation, aptly describes this vital initiative of the JFNA Mandel Center for Leadership Excellence. The leaders of a community are the foundation upon which a community is built and their success is inextricably linked to the success of the Federation system. The goal of *Yesod* is to support communities in building a pipeline of excellent volunteer leadership. By investing in the development of individuals who demonstrate leadership potential, this program helps communities build sustainable volunteer leadership succession plans.

TARGET AUDIENCE:

The program is designed for people who have been identified by their Federation to serve in leadership positions in the community as well as in National leadership positions. Participants should already have some leadership experience and demonstrate potential for growth. Ideal candidates might include JFNA Young Leadership Cabinet Alumni, Federation committee chairs or National Women's Philanthropy board members; however, a senior leadership position is not a pre-requisite for participation. Participants should be committed to working on behalf of the Federation and expanding their volunteer portfolio.

PROGRAM OUTLINE:

The *Yesod* curriculum is built upon the knowledge and skills a leader needs to be effective. Course content will merge Judaic text study, business skills, leadership theory and experiential application. The curriculum has been developed by the Florence Melton School of Adult Jewish Learning and was written by Dr. Erica Brown. JFNA is partnering with Melton in the delivery of the content for the *Yesod* program.

The course is comprised of **8 modules**:*

- The Personal Journey to Leadership
- The Difference between Power and Influence
- Growing from Failure
- Mentoring and Growing Others
- Nurturing Vision
- Effective Change Management
- Inspired Communication
- Creating a Leadership Pipeline with Better Succession Planning

Yesod sessions are highly interactive and will provide participants with tools and techniques to help them advance their leadership skills. Most importantly, it creates a cohort of peers who

* Communities are welcome to add a 9th module on leadership in their local Federation.

will serve as resources and strategic partners. The course is taught by locally selected faculty, trained by Melton/JFNA, with expertise in both leadership development and Judaic content.

Yesod participants and alumni are invited to attend a special joint session of all participating communities to be held at the 2015 General Assembly (GA). Convening leaders with peers who are participating in this program from communities across North America is meaningful for participants and sends a powerful message about the value of Federation leadership. Also, the GA serves as a useful platform for engaging this group of leaders and providing them the opportunity to expand their knowledge and commitment through their GA participation.

COMMUNITY PARTICIPATION CRITERIA:

After a successful pilot with 5 communities, additional communities are invited to participate in the *Yesod* program. Interested communities should complete the interest form.

Communities must agree to full participation in the program as described below.

- A minimum of 20 participants is required.
- For smaller communities, there may be an option of doing a regional program with other nearby Federations; please contact Julia Malkin at julia.malkin@jewishfederations.org or (212) 284-6636 for more information.
- Qualified faculty from the community must be identified to teach. Faculty must be approved by Melton, our partners in this project, and they must be knowledgeable about the Federation and able to facilitate high-level discussions about Federation leadership.
- A local Federation staff person must be assigned to oversee the program.
- Training for *Yesod* coordinators and faculty will take place Monday, October 26th in Washington, DC.

PROGRAM COSTS:

- CURRICULUM FEE: **\$2500** – covered by JFNA
- Faculty honorarium and training costs – covered by each community. Melton recommends faculty honorarium of approximately **\$150-\$200** per hour.
- PARTICIPANT COST: **\$150** registration fee per participant – covered by participants

EVALUATION:

Communities will be asked to provide feedback about the program and to disseminate an evaluation to participants at the conclusion of the program. Information will be gathered from both program participants as well as the supporting staff in order to assess the curriculum, program design and impact. Longitudinal feedback may also be requested to assess the impact of *Yesod* on volunteers' leadership journeys.

CONCLUSION:

Investing in leadership is the single most important factor in ensuring the success of the Federation system. *Yesod* graduates will help shape the Federation system of the future. Volunteer succession planning is a critically important process and *Yesod* helps communities to prepare their rising leaders for expanded leadership roles.