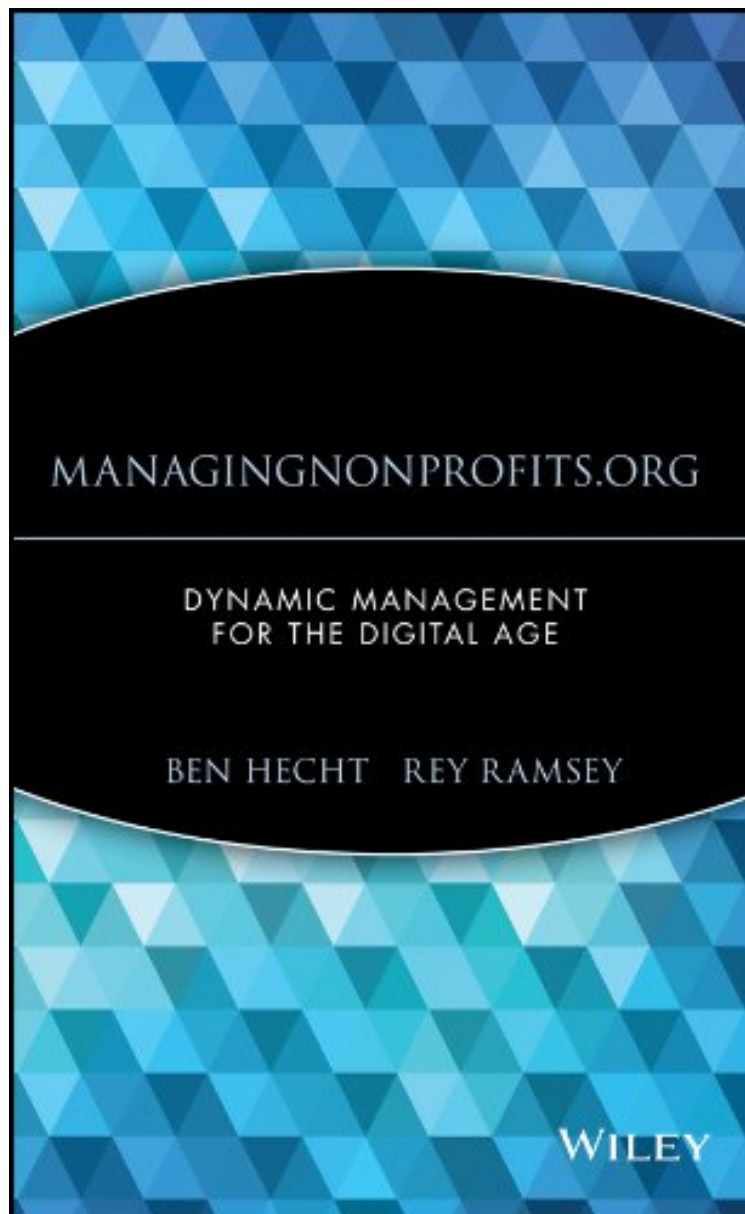


(Free read ebook) ManagingNonprofits.org: Dynamic Management for the Digital Age (Wiley Nonprofit Law, Finance and Management Series)

ManagingNonprofits.org: Dynamic Management for the Digital Age (Wiley Nonprofit Law, Finance and Management Series)

Ben Hecht, Rey Ramsey

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Ben Hecht, Rey Ramsey : ManagingNonprofits.org: Dynamic Management for the Digital Age (Wiley Nonprofit Law, Finance and Management Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised ManagingNonprofits.org: Dynamic Management for the Digital Age (Wiley Nonprofit Law, Finance and Management Series):

2 of 3 people found the following review helpful. Management and Technology Made Alive and Personal By Donald A. Griesmann

The is not another book about management. This is not a book just about technology. This is a book about management and technology and much more. I will hit some of the highlights of what the "much more" is. What I have to say up front is that the book has excitement! It is alive with real people doing real things. It is more than I expected because it inspires and moves me. I came away with an experience and not only a lesson. The authors talk about people and activities that matter to me and I appreciate that. The book lives on into the present and the future because the thrust of the story is now in real time and not ended. I will have more on that later. The authors set the tone of the book in the first 25 pages. They offer a map for dynamic managers and leaders of nonprofit organizations to pursue. The map is an inverted pyramid, standing on its point. This outline can only give a hint at the concepts, but the top of the pyramid, the widest portion, works down to a pointed base -- Organizational Context - What's going on? Look in the mirror.- Corporate Culture, Vision, Values and People - Who are we?- The Business Model - Customers and Content - Who do we serve and what do we do?- Infrastructure - Operations - Are we supporting our culture and business model?- Alignment - Are our resources being properly aligned? These match the chapter headings. In my view they make their case. I found words and concepts dear to my heart and life's work illustrating the theory - staff people, vision, values, low-income people, dreaming, change, corporate culture, diversity, partnerships, training, literacy. They show their theory in a clear, logical and personal fashion. This is not a professional dissertation or beta testing schematic. They illustrate each point and feature nonprofits that have changed with technology having a role, from the National Center for Victims of Crime to the Pet Shelter Network to Netwellness and Calvary Bilingual Multicultural Learning Center (the URL in the book for Calvary is incorrect They have real stories about real people trying new methods and new beginnings from mergers to reconciliation of competition in what they call "Digital Spotlights". Each account indicates how and why technology is a part of the changes that occur and how that was managed. They show the work being done, the failed steps and the work still to be accomplished. Ultimately Hecht and Ramsey talk about their own dream, passion and their pursuit living the map of the inverted pyramid. The vision includes residents of low-to moderate-income housing, tenants and owners alike. They took the nonprofit route and partnered with other nonprofits and for profits. They created One Economy Corporation ... around a mission that "grows out of our vision of an all inclusive economy in which all people have an equal opportunity to meet their full potential". Page 197. They are honest. They did not do everything in order. Not everyone thought the dream achievable. They were told to get real. They kept going. They established a role for technology. The One Economy Corporation is aimed at helping the customer, tenants and landlords, have hardware and software, access to the Internet and training to use it all. A second corporation, the Beehive ... was established as a suite of web-based products and services for customers - jobs, health care, finances and so on in English and Spanish. They used the map to manage the developing action steps. The book is fascinating in part because it is moving in real time with action and web sites that continue the story and which remain subject to review and revision. The book is a prologue to action that is underway. There is discussion about technology and its place in nonprofits. There is discussion about on-line fundraising and other means to secure funds for a dream. Each chapter ends with a useful outline of issues to reflect and to reposition thought and an outline of guiding principles. It is a book to read and it causes the reader to pause, to think and to dream. I recommend this book. Read and let it challenge you. It has given me a change in thinking. And the pages are still turning in peoples' lives.

11 of 13 people found the following review helpful. A simplistic primer for nonprofits past their prime By A Customer

If you have to read one book on nonprofit technology and management, don't read this one. This book has all the hallmarks of having been rushed to press. There are innumerable spelling, grammatical and other errors that make reading the text painful. These live side-by-side with painfully mixed metaphors (repeated ad nauseam) like "you have to take the pulse of the organization by holding a mirror up to it." The glossary reads like a litany of misunderstood and outdated concepts. Even though the book was published in 2002, and regardless of my profound gratitude to the developers of early protocols, Gopher is listed as a cutting-edge technology which is only possibly being superseded by the Web for document retrieval. You'd think that Hecht and Ramsey would have at least given the glossary to someone reasonably competent in information technology to look over. Alas, the whole of the book displays this sort of shoddy research and shallow thinking. The body of the book reads like a warmed-over review of insights that Drucker had in the 1970s, mixed in with some watered-down ideas from Tom Peters. The authors try to come up with a cool name for their hodgepodge mixture of leftover management fads. They come up with "Dyanmic Management", which is irregularly capitalized. Next to a powerful Tom Peters phrase like "Liberation Management", Dymanic Management strikes one as a poor attempt at creating a powerful phrase. On top of all this, the book uses Hecht's own company as its primary case study in a startling display of corporate narcissism. In short, there is nothing, absolutely nothing, in this book that could not be more satisfyingly obtained from reading Drucker or Peters. There is no thesis in "ManagingNonprofits.Org". The book exists as proof that better thought needs to be applied to the question of nonprofit technology management. The book's good reviews from nontechnical nonprofit folks (I'm a CTO of a nonprofit myself), merely indicates the narrow reading habits of the reviewers as pertains to management literature. If anything, this book serves as a wakeup call to thoughtful people to write better books of their own. In my case, I have been moved by this book's remarkable dullness and ineptitude to

write one of my own. I may not be a good writer, but apparently, based on the existence of "ManagingNonprofits.Org" (what the hell is with the lack of spaces, anyways?). you don't have to be a good writer anymore to get a book published. 2 of 3 people found the following review helpful. Hey ! This Really Works !!! By ricki baker The world of managing nonprofit organizations has often been described as 'soft', 'unbusinesslike', unfocused and....above almost all other things....bureaucratic. Those who choose to sink their professional roots into such organizations, too, are sometimes branded with the same adjectives. At last....at long last...comes a 'how-to' book that elevates and dignifies the practice of nonprofit management....and tells us in the most up-to-date, practical ways how to get the job done most effectively. Hecht and Ramsey are credible, readable and experienced. They've drawn on real-life experience, refined and distilled it, and organized it into a guide to doing the job right. Whether you're running a nonprofit, sitting on the board of one, funding or contributing to one, or thinking about going to work for one...this is the one book you should read.

Nonprofit managers have been slow to embrace the digital age. Although technology has transformed the face of the for-profit sector and how it operates, nonprofit use of technology to improve internal functioning and to change the way services are delivered is almost nonexistent. These limitations actually have opened the door for for-profits to "compete" successfully for traditional nonprofit business, such as moving people from welfare to work. ManagingNonprofits.org is both a call to action and a roadmap for change. Each chapter defines an element of Dynamic Management and identifies "digital hotspots" or places within that element, and the nonprofit's implementation of that element, where digital issues will most likely arise and need to be addressed. In addition, at the end of each chapter, Maxims of Dynamic Management or core truths that the authors have found helpful to follow in their day-to-day experience as nonprofit leaders in bringing Dynamic Management to their organization are provided. Finally, the authors highlight the experience of various nonprofit and for-profit organizations that have successfully made elements of Dynamic Management a reality in their organizations.

From the Inside Flap Over the next few years, certain fundamentals about the way the nonprofit industry operates will change. The digital economy demands a new way of doing business for nonprofit and for-profit organizations alike. Only the organizations that understand and anticipate these fundamental changes will survive, and doing so means adapting. Utilizing new technologies, new sources of money, and new management techniques will be imperative to the nonprofit organization in the twenty-first century. ManagingNonprofits.org can help you make this transition. This book shows any nonprofit how to thrive in these times of change. It enables nonprofits to harness the power of technology to strengthen the organization, to provide value-added products and services to an expanding customer base, and to adapt to new dynamic management practices. Dynamic management is a continual process of organizational self-reflection and repositioning that enables organizations to embrace change, capture market opportunities, and serve customers. The precepts of dynamic management are designed for the everyday operation of nonprofit organizations, but are just as applicable to the biggest multinational corporations. ManagingNonprofits.org is both a call to action and a road map for change. Each chapter defines and discusses an element of dynamic management and identifies situations in which digital issues will need to be addressed. In addition, the authors present core truths that they have found helpful in their day-to-day experience putting dynamic management techniques to work in nonprofits. Also included throughout the book are real-life examples of business leaders and nonprofit organizations that have successfully made elements of dynamic management a reality in their organizations. ManagingNonprofits.org provides expert guidance and proven methods for bringing your nonprofit into the digital age and building an organization that doesn't fear change; but thrives on it. From the Back Cover Praise for ManagingNonprofits.org "Hecht and Ramsey have hit a home run. ManagingNonprofits.org not only applies lessons learned from the dot.com world's use of technology and the Internet to the nonprofit sector but helps nonprofit managers to adapt the best new management and leadership practices to their efforts. It is an invaluable tool for helping nonprofits reshape their old ways of doing business." ndash; Milton J. Little Jr. Executive Vice President and Chief Operating Officer National Urban League "Ben Hecht and Rey Ramsey pull no punches in stating forcefully why non-profits have to modernize their approaches to management in the digital age. Lessons abound as to why this is so, and the authors' new book presents them most effectively." ndash; Lawrence M. Small Former President and Chief Operating Officer Fannie Mae "This book is the only one on the market specifically designed to help nonprofit managers understand and harness the power of technology and the Internet to strengthen the organization and better serve customers. Start building your Digital Culture today by buying this book and giving it to your employees, your board, your funders." ndash; Paul Shoemaker Executive Director Social Venture Partners "This book is the road map to the 21st century that nonprofits so desperately need; and have been waiting for. Any organization that aspires to a role in our changing economy will find in these pages the tools they need to embrace and leverage such change for positive growth. Ben Hecht and Rey Ramsey have combined vision along with practical experience to produce a book that will not only help organizations survive and get to scale, but will ultimately save lives through stronger communities." ndash; Bill Shore Founder and Executive Director Share Our Strength "The

power of technology to help solve societal problems is awesome. But first, technology and the right applications must get into the culture and hands of our most committed and knowledgeable; the not-for-profit sector and its legions of staff and volunteers. This exciting book shows the way." —Angela Glover Blackwell Founder and President PolicyLink

About the Author

BEN HECHT, JD, CPA, is an experienced nonprofit executive, author, and lecturer. In 2000, he and Rey Ramsey founded One Economy Corporation, a national nonprofit dedicated to maximizing the power of technology to expand opportunities for low-income people to improve their standard of living. He currently serves as One Economy's President and Chief Operating Officer. **REY RAMSEY, JD**, is a seasoned executive and social entrepreneur. He currently serves as Chief Executive Officer and Board Chair of One Economy. From 1996 to 2000, the authors worked together applying principles of dynamic management at The Enterprise Foundation and its network of 1,500 community-based organizations nationwide.