Lessons from Advancement’s Level 5 Leaders

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Have The Best Front Row Seat

Level 5 Advancement Leaders

A PRESENTATION BY
Marts&Lundy
What Can We Learn from Top Leaders?

• Who are they, and what are their backgrounds, traits and characteristics?

• What are their beliefs, philosophies?

• What leadership qualities do they emphasize?

• What do they possess that other leaders don’t?
The 2001 Classic . . .

- First Who . . . Then What?
- Confront the Brutal Facts
- The Hedgehog Concept
- The Flywheel and Doom Loop
- Level 5 Leadership
Collins’ Level 5 Leadership Pyramid

Level 5 Executive
*Builds enduring greatness through a paradoxical blend of personal humility and professional will.*

Effective Leader
Catalyzes commitment to and vigorous pursuit of a clear and compelling vision, stimulating higher performance standards.

Competent Manager
Organizes people and resources toward the effective and efficient pursuit of predetermined objectives.

Contributing Team Member
Contributes individual capabilities to the achievement of group objectives and works effectively with others in a group setting.

Highly Capable Individual
Makes productive contributions through talent, knowledge, skills and good work habits.

Source: *Good to Great*, by Jim Collins
Level 5 Leaders

• Demonstrate compelling modesty
• Have unwavering resolve for long-term results
• Channel ambition to the company, not self
• Set up greatness for next generation
• Look in mirror for failure; window for sharing credit
Level 5 Leadership

A triumph of humility and fierce resolve
Maxwell’s Level 5 Leadership Pyramid

**Level 5**  
**Personhood**  
People follow because of who you are and what you represent.

**Level 4**  
**People Development**  
People follow because of what you’ve done for them.

**Level 3**  
**Production**  
People follow because of what you’ve done for the organization.

**Level 2**  
**Permission**  
People follow because they want to.

**Level 1**  
**Position**  
People follow because they have to.
Level 5 Advancement Leaders
Study Definition

- Chief Development Officer for SAME institution for 10 years or more
- Institution generates $100 million+ on an annual basis
- Has led at least one $1 billion+ campaign
# Study Participants

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<tr>
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Good to Great Fundraising Performance
2006-2016

• Fundraising growth averaging 58% (range 8% to 100%)

• Endowment growth averaging 82% (range 64% to 150%)
Level 5 Advancement Leaders

Have The Best Front Row Seat
Level 5 Advancement Leaders

Pay Their Dues
Level 5 Advancement Leaders

Have Humble Beginnings
Level 5 Advancement Leaders Are One With Their Institution
Level 5 Advancement Leaders

Take Care Of Themselves
Level 5 Advancement Leaders

Possess The Three C's

- Character
- Competence
- Commitment
Level 5 Advancement Leaders

Have High Emotional Intelligence
Level 5 Advancement Leaders

Are Mature In Their Response
Questions & Discussion