

BROADEN THE BENCH: Strengthening Community Leadership Development

Over the last 35 years, the Greater Des Moines Leadership Institute has helped more than 2,000 individuals prepare to lead our community forward. To ensure a strong future for The Institute and for Greater Des Moines, it is important that we

continue to understand and address the leadership development needs in Central Iowa. We conducted an extensive market research project, conducted by On Point Strategies, that yielded the following results.*

Top 5 Ideas for Potential New Leadership Development Programming

- Short leadership development workshops or series
- Advanced community leadership development programs
- Leadership programming for diverse populations
- Conversations regarding key community issues
- Hub for collaboration among community organizations



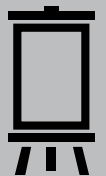
Top 6 Characteristics of Effective Community Leaders

- Visionary
- Communicator
- Uplifting
- Integrity
- Humble
- Connected



Top 5 Areas In Which Volunteer Leaders Need More Training

- Strategic thinking
- Board member effectiveness
- Fundraising
- Leading change
- Collaboration



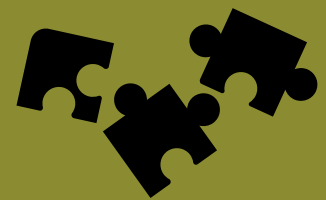
Top 7 KEY Current and Future Community Challenges

- Maintaining and Building Community Momentum
- Transitioning Roles from Current to Future Leaders
- Mass Transit
- Addressing Workforce and Talent Needs
- Diversity and Cultural Inclusion
- Affordable Housing
- Quality Education



Top 5 Ways to Address Community Challenges

- Increase collaboration on key issues and events
- Increase mentoring and relationship building
- Include a broader audience in community-wide planning
- Conduct community forums/dialogues on key issues
- Address Diversity and Cultural Inclusion



*Research Methods Used: 5 focus groups with community leaders, 7 executive interviews, 275 alumni and 435 paid and volunteer leader surveys submitted.

LEADERSHIP INSTITUTE ALUMNI

280



The Leadership Institute Alumni are active volunteers in the community – currently, they are involved in more than 280 different community, business and trade organizations. This number represents just 20% of the alumni who took the survey. Imagine what this number would be across all alumni!

50%



While Institute alumni generally believe that their employers are supportive of their volunteer work in the community, nearly 50% believe that there could be more employer support.