



AIDS LEADERSHIP COALITION New York State – December 2009

We are excited to report on a new beginning that is full of promise!

SEED is assisting the Policy, Advocacy and Research department at the Federation of Protestant Welfare Agencies.

Now in our second year of work together, we are deepening use of SEED practices by coaching Esther Lok, FPWA senior policy analyst, to serve as the SEED Coach with a major coalition that she leads.

Esther is part of a team of five FPWA policy analysts who are observing and debriefing this process with SEED on a regular basis. Our aim is that each of them will begin to implement SEED practices in the coalitions and task forces that they lead, as well

SEED is coaching Esther to lead in a radically different way than she has in the past.

Before Esther started working with SEED, she led the coalition by doing all the work herself. She hosted informative presentations and responded to audience input between meetings. Note: We see this model all across the non-profit sector. Yet it is never as effective as a distributed leadership model that engages the full creative participation of all.

By forming a steering committee, and involving eight seasoned and new leaders in the planning, design, execution and assessment of the coalition's work, Esther, with SEED's help, is transforming the old model into something new, powerful and effective.

Esther's director at the Federation of Protestant Welfare Agencies, Bich Ha Pham, writes:

"I am very pleased at the contribution and level of energy and support in the group. It is a welcomed surprise to hear them speak up about what they want to see happen and what they are going to do about it. I continue to have a great experience with the use of the SEED Diagnostic and 6-month Stretch. I really think this is an amazing way to do more effective strategic planning that involves everyone and allows them to bring their personal and professional energies to the forefront."

Stay tuned for ALC progress reports, and please continue helping us to spread SEED's cost effective coaching services.

We want to see the entire non-profit sector excelling with higher team performance, and much greater innovation and impacts.