

1-2-3 Go! (January 14, 2021)

Welcome to the Shelter Success Simplified e-newsletter for animal welfare leaders and managers – and those who aspire to be!

1 – Quote to Inspire

- “Rowing harder doesn't help if the boat is headed in the wrong direction.” ~ [Kenichi Ohmae](#), organizational theorist

2 – Ideas to Consider

- **Connect all work to your mission:** To be fulfilled by your work, you need to believe that it's important and worth doing. One study found that hospital janitors who believed they were an important part of a team that helped patients – because they prepared and maintained the doctors' working areas – were far happier than the janitors who considered their work just tedious and menial. You can make your team feel happier and more fulfilled at work by regularly communicating with them about how their work is essential in achieving your organization's larger mission.
- **How to tell if a goal is clear:** One way of checking if a goal is clear is to ask yourself: How will I know if we've reached the goal. If you can reasonably answer this question, then you know you have a clear goal that can help guide your team.

3 – Actions to Try

- **Imagine failure:** The next time your team is creating a plan, brainstorm three ways the plan could fail. It's important to think of at least three because it'll help you take that extra step to see possible pitfalls that aren't obvious and enable you to make adjustments to the plan that will increase your likelihood of success.
- **Build confidence to overcome procrastination:** One cause of procrastination is being uncomfortable with a task or thinking you may not do a good job. To become more comfortable with a task, just do it — but not just once. By doing it over and over, you will become more comfortable and less likely to procrastinate. Dread talking to donors? Then call one a day for 10 days. Hate talking in front of people? Join Toastmasters and deliver a bunch of talks. Over time, you'll gain confidence in your ability to take on the task and be less likely to delay starting on it in the future.
- **Share stories with your team:** Make sure your staff knows the stories about your organization's good work that you're sharing with your supporters. It's important that if a donor or other member of the public mentions a great story to staff, they know what's going on. This has a nice side effect of boosting morale by making staff proud of the depth of the team's good work. Sign up your staff to receive your electronic newsletters and distribute a copy of your direct mailings.

Check out these new episodes of the Shelter Success Simplified podcast:

- **When and how to change your logo and branding** with Steve Goebel of Toe Shark Visual Communications, on [Episode 29](#).
- **How to develop partnerships with government agencies and other groups** with Joy Smith of FieldHaven Feline Center on [Episode 27](#).
- **Tech solutions for animal foster care programs** with Chris Roy of Doobert on [Episode 24](#).

Listen on your favorite podcast app by searching for "Shelter Success Simplified" or on our website through the links above.

[Got a problem you just can't solve? Contact us for a free 30-minute consultation – what have you got to lose?](#) We help shelters and rescue groups with fundraising, action planning, operational improvements and more.

*"We would like to express our gratitude for the outstanding guidance and contributions made by Humane Network to increase the effectiveness and sustainability of our organization. ... Humane Network's passion for, and comprehensive understanding of, every single aspect of animal welfare organizations is remarkable. They gave us exactly what we needed!" ~ **Holly Stoberski**, board president, Heaven Can Wait Animal Society in Las Vegas*

Please forward this email to anyone you think would get value from it!

~ Mark Robison, newsletter editor and Humane Network senior consultant

P.S. [Just roll with it.](#)