The Allstate Foundation
Greater Good Nonprofit Leaders Program

Class of 2016 Program Guide
Leadership Development with Purpose

To strengthen leadership in the nonprofit sector, The Allstate Foundation is partnering with the Northwestern University Kellogg School of Management’s Center for Nonprofit Management to offer the Greater Good Nonprofit Leaders Program to highly motivated nonprofit leaders.

Through a combination of cohort-based formal instruction, coaching and individual development opportunities outside of the classroom, Greater Good prepares nonprofit leaders to transform their organizations, their communities, and the nonprofit sector as a whole. All program elements are funded by The Allstate Foundation.

As the inaugural class graduates in April 2015, The Allstate Foundation is seeking leaders for the Class of 2016 who will begin the program in September 2015.

Methodology

Greater Good presents a special development opportunity for exceptional, mid-career nonprofit professionals who have demonstrated innovation and creativity in their leadership abilities. The program:

1. Provides leaders with a values-based approach to leadership development. Through collaborative learning, inspired conversations, and one-on-one coaching, leaders emerge with a new sense of readiness for the challenges ahead.

2. Teaches leadership competency from a theoretical perspective, as well as by examining case studies and practicing skills in small group simulations.

3. Creates a supportive environment in which nonprofit leaders may pursue the development opportunities most important to them.
Program Structure

Formal Instruction
The Class of 2015 has been taught by renowned academic instructors from the Center for Nonprofit Management's Executive Education faculty who have an understanding of the needs of the sector.

The Class of 2016 will learn critical leadership and management topics, as well as practice strategies to maximize their energy levels in their professional and personal lives.

Past Kellogg Faculty
Professor Gail Berger
Professor Lisa Fortini-Campbell
Professor Liz Howard
Professor Harry Kraemer
Professor Keith Murnighan
Professor Nicholas Pearce
Professor Marian Powers
Professor Michelle Shumate
Professor Brooke Vuckovic

Cohort-Based Learning
Working with The Allstate Foundation team, The Kellogg School of Management creates a customized, cohort-based learning experience for Greater Good participants.

The program is comprised of 12 academic learning days at Kellogg’s Chicago and/or Evanston, Illinois campuses, and at Allstate’s headquarters in Northbrook, Illinois. Travel expenses for participants are covered by The Allstate Foundation.

In preparation for in-person sessions, participants complete individual assignments and engage with the program in the following ways:

• **360-degree assessment**: Participants complete a 360-degree assessment at the outset of the program to identify their key strengths and weaknesses. Results are used to develop the curriculum focus for the Class of 2016.

• **One-on-one coaching sessions**: Participants are matched with professional development coaches who guide them toward their goals. Coaches also engage in group coaching during the in-person academic sessions.

• **Individual Development Opportunities**: In consultation with their coaches, participants identify and complete specific development opportunities across a broad spectrum that provide significant personal, leadership, organizational
or management skill development. Examples include additional coursework, skill development opportunities and conference attendance.

Other Resources

Cohort members are encouraged to interact with one another in experiences that extend beyond the Kellogg and Allstate campuses.

- Opportunities for connecting and networking outside of the classroom are provided during each in-person academic session, as well as at celebrations at the opening and closing program sessions.
- The Allstate Foundation and Kellogg facilitate ways for program alumni to remain connected to the program and to subsequent Greater Good classes.

Commitment of Resources and Time

Admission to the Allstate Foundation Greater Good Nonprofit Leaders Program offers singular opportunities and a full complement of resources to help nonprofit leaders reach their goals.

The Allstate Foundation understands the many demands placed upon professionals in all sectors, and especially those borne by nonprofit professionals. Nonprofit leaders are a much-needed resource to their teams.

Yet, above all, the applicant and their organization must be able to commit to full engagement in the program in order for the group to succeed in reaching its goals.

Specifically, during the in-person academic sessions, full attendance is mandatory and participants are expected to devote themselves to the work, and to the other members of their cohort.
Program Benefits

“Greater Good helped me realize we need to think like a business to continue operating successfully.”

“[Greater Good] helped me figure out that it’s a goal for me to further define my vocation.”

“Readings and presenters are fantastic.”

“The [360] created a desire in me to work on putting the resources to go from ‘good’ to ‘great’ in particular areas.”

“Greater Good allowed me to give myself permission to carve out time for development opportunities.”

“Greater Good helped me realize I’m in a place I feel I was created to fulfill.”
Applying to Greater Good

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<th>Milestone</th>
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<tr>
<td>Greater Good Application Opens</td>
<td>February 15, 2015</td>
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<tr>
<td>Greater Good Application Closes</td>
<td>March 30, 2015</td>
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<td>Finalists and their organizations notified</td>
<td>June 1, 2015</td>
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<td>Class of 2016 Orientation and First Academic Session</td>
<td>September 2015 (3 days plus travel)</td>
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<td>Second Academic Session</td>
<td>November 2015 (3 days plus travel)</td>
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<td>Third Academic Session</td>
<td>February 2016 (3 days plus travel)</td>
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<tr>
<td>Fourth Academic Session and Program Conclusion</td>
<td>May 2016 (3 days plus travel)</td>
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The Allstate Foundation will be accepting applications for the Greater Good Class of 2016 from February 15 – March 30, 2015. Prospective applicants may click [here](http://example.com) to complete a questionnaire to determine if their organization and professional leadership profile meet the eligibility criteria for Greater Good:

- The organization’s annual budget ranges from $3 million to $5 million.
- The applicant has 10 to 20 years of professional experience.
- The applicant has at least three to five years of experience in the nonprofit sector.
- More than five years of the applicant’s experience has been in a leadership role.

**If the applicant meets the eligibility requirements outlined above, they will be linked to the full application.** The Allstate Foundation Selection Committee will interview finalists, and then choose participants from organizations in June 2015 in advance of the program start in September 2015.

Please note that to ensure a range of organizations benefit from the Greater Good Nonprofit Leaders Program, we will not select participants from the same organization in two consecutive years.

Questions may be directed to greatergood@allstate.com.