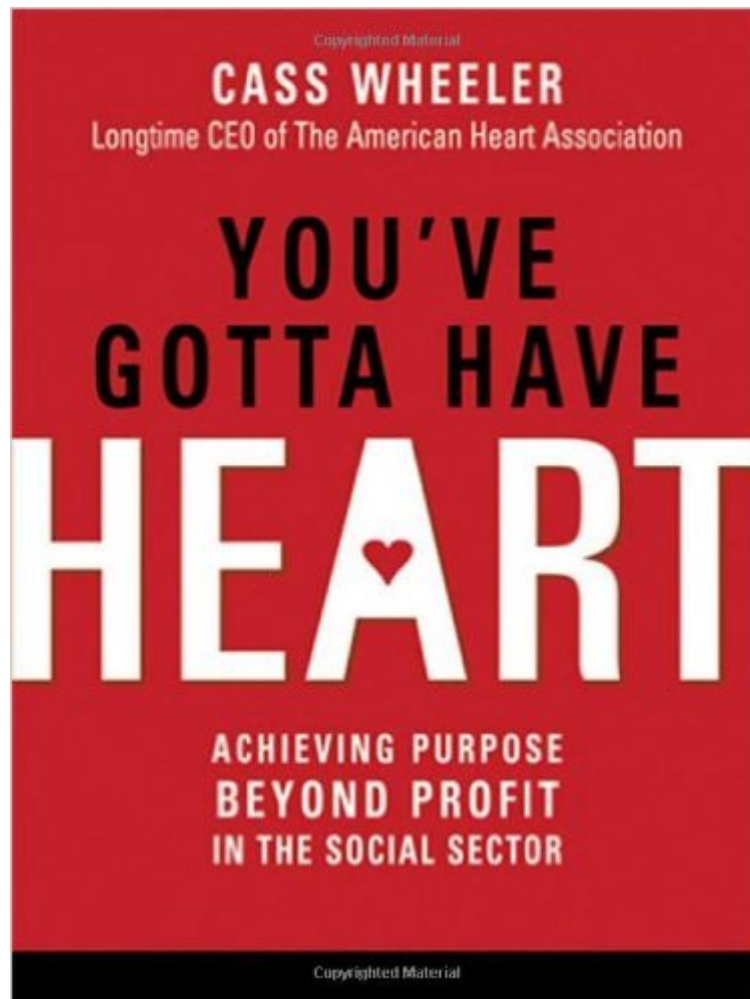


The book was found

# You've Gotta Have Heart: Achieving Purpose Beyond Profit In The Social Sector



## Synopsis

We all know that the definition for success in the corporate world is fairly straightforward. To be considered great, companies first need to turn a profit. For organizations in the social sector, however, the challenge is much bigger. To be truly effective, they must stay relevant and, above all, stay true to their mission. For the past thirty-five years, Cass Wheeler has ensured that the American Heart Association has fulfilled its calling to save lives and educate the public about heart disease by adopting some of the same strategies used in the for-profit sector. In "You've Gotta Have Heart," he shows people at all levels of a nonprofit how to make sure their hard work really pays off. Using examples of some of the American Heart Association and others, Wheeler reveals the leadership skills that will help employees, volunteers, and board members excel at their jobs, become good role models, and build a more visionary, creative, and disciplined nonprofit organization. Readers will discover: why a mission statement is not the same as a sense of mission - the characteristics of successful nonprofit leaders - how to combine the nonprofit mission with the management lessons of the business world - how to define an organization's core values and business model Filled with honest, practical, and thoughtful lessons from the author's own experience, this book will ensure that nonprofits of every size continue to do great and be great.

## Book Information

Hardcover: 240 pages

Publisher: AMACOM (January 28, 2009)

Language: English

ISBN-10: 0814409903

ISBN-13: 978-0814409909

Product Dimensions: 9.1 x 6.3 x 1 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 4.9 out of 5 stars [See all reviews](#) (18 customer reviews)

Best Sellers Rank: #1,862,323 in Books (See Top 100 in Books) #95 in [Books > Health, Fitness & Dieting > Diets & Weight Loss > American Heart Association](#) #1857 in [Books > Business & Money > Small Business & Entrepreneurship > Nonprofit Organizations & Charities](#) #13469 in [Books > Business & Money > Management & Leadership > Leadership](#)

## Customer Reviews

I have known and occasionally worked with Cass Wheeler during his tenure as CEO of the American Heart Association and finally decided to read his book, "You've Got to Have Heart" on

how to manage and grow nonprofit organizations. The book covered everything from staff and volunteer development to budgeting to how to organize to lobby for public policies to promote public health. He builds everything around clarity of thought on what your organization seeks to accomplish to promote the public good. This seems like a simple idea, but it is one that many nonprofits - including both small NGOs and the huge University of California that I have been associated with - sometimes forget in the struggle for funding and internal organizational politics. Wheeler makes a strong case that such a focus can help push beyond these problems. But the most interesting and challenging idea is Wheeler's idea of a "breakthrough goal" designed to push the organization to accomplish something that "you may previously thought to be impossible." Such a goal needs to be rooted in a clear understanding of the organization's its mission and core values and provides a rallying point and metric against which tactical decisions can be measured. Wheeler gives several examples of such goals (landing a man on the moon) and makes the point that even if the organization falls short, the effort will often lead to accomplishments well beyond what could be accomplished with incremental muddling forward.

[Download to continue reading...](#)

You've Gotta Have Heart: Achieving Purpose Beyond Profit in the Social Sector  
Heart Disease: Heart Disease Prevention And Reversal Guide To Prevent Heart Disease And Reverse Heart Disease With Heart Disease Prevention Strategies And Heart Disease Diet Advice  
Treasures In Time... "How to Profit Collecting Vintage Watches": "How to Profit Collecting Vintage Watches" Hot Rod Hundley: You Gotta Love It Baby!  
Heart Health: Heart Healthy Cookbook: 30 Quick & Easy, Heart Healthy Greek Recipes For Smart Heart Health (cooking, weight loss, weight maintenance) (cooking, ... weight maintenance, weight watchers Book 1)  
Social Anxiety: Ultimate Guide to Overcoming Fear, Shyness, and Social Phobia to Achieve Success in All Social Situations (BONUS, Anxiety Relief, Social Anxiety Treatment)  
Social Security: Time for a Life of Leisure - The Guide of Secrets to Maximising Social Security Retirement Benefits and Planning Your Retirement (social ... disability, social security made simple)  
Thrift Store Reselling Secrets You Wish You Knew: 50 Different Items You Can Buy At Thrift Stores And Sell On eBay And For Huge Profit (Reseller ... Store Items, Selling Online, Thrifting)  
Uh Oh! Gotta Go!: Potty Tales From Toddlers Gotta Catch 'Em All! How To Play Pok mon Go Like A Pro!: (Android, iOS, Secrets, Tips, Tricks, Hints)  
Gotta Headache? Gotta Read It! - Five Simple Steps to a Fiction Pitch That Sells  
Surgery Open Heart: A Surgical Nurse Guides You Through Open Heart Surgery (Open Heart Surgery, Aortic Valve / Mitral Valve Replacement, Coronary Artery Bypass, Aortic Aneurysm, Myxoma)  
A Lifelong Love: How to Have Lasting Intimacy, Friendship, and Purpose in Your Marriage  
The Revolution Will Not Be

Funded: Beyond the Non-Profit Industrial Complex The Sustainability Handbook: The Complete Management Guide To Achieving Social, Economic and Environmental Responsibility (Environmental Law Institute) HOW TO MAKE MONEY OPPOSING SPAMMERS - If You receive SPAM You can turn it into PROFIT 500 Low Glycemic Index Recipes: Fight Diabetes and Heart Disease, Lose Weight and Have Optimum Energy with Recipes That Let You Eat the Foods You Enjoy Plunder, Profit, and Paroles: A Social History of the War of 1812 in Upper Canada The Mauser Rifle: Guide to Owning, Collecting, and Enjoying the Most Copied and "Must Have" Bolt Action Weapon in History! Secrets About What Makes a Mauser Unique and Valuable That You Have To Know!

[Dmca](#)