

HARVARD BUSINESS SCHOOL

STRATEGIC PERSPECTIVES IN NON-PROFIT MANAGEMENT

Bill Vogler, Pinebrook Family Answers Testimonial

Bill is the President of Pinebrook Family Answers (PBFA), <http://pbfalv.org/>. Pinebrook Family Answers was formed in October 2014 as a result of the merger between two longstanding and respected Lehigh Valley human service agencies: Family Answers and Pinebrook Family Services.

The purpose of Pinebrook Family Answers is to promote the well-being of children, youth and adults by nurturing healthy family life, promoting self-sufficiency and providing high quality and affordable, prevention, therapeutic, homecare and advocacy services that are accessible for residents of the greater Lehigh Valley. PBFA offers family support services, behavioral health services and adoption and placement services.

As President, Bill is responsible for the advancement functions of the agency, including strategic planning, program development, growth and fundraising. He shares responsibilities for agency management with Bob Jacobs, the CEO. Currently, the agency faces the following strategic issues: the challenges that accompany provision of behavioral health services, static (or shrinking) public support, implementation of a strategic governance model, and the integration of the principles of trauma informed care into all aspects of agency work.

1. How did the Strategic Perspectives in Non-Profit Management program change your view of your career?

The program helps leaders focus on what is important as a leader, thinking and acting strategically, rather than getting caught up in reacting to the crisis of the moment.

2. How are you applying what you learned?

I have made myself carve out time for strategy, and elevated strategic planning to a more important place on my priority list. Rather than putting off research or reading articles relevant to my field in my 'spare time', I make the time during my week to be sure to do it.

3. Has your approach to leadership changed?

My approach to leadership is more comprehensive, and I have come to realize that a high-performance, strategic agency does not start and end at the top. Rather these are values and skills that are best infused throughout an agency's culture, at all levels.

4. How has the program changed you?

It has made me more aware of the need to keep crises in perspective, and to think and act more in the moment, rather than constantly worrying about the past or the future.

5. What is one lesson-learned that you would like to share with other non-profit leaders in the Lehigh Valley?

Give yourself the time to take a deep breath and sit back and really think on a higher level about leadership, about strategy, and about collaboration.



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