

Performance Excellence: The Art of Outreach

Keeping It Real 2009 Conference

Jacqueline Coleman, M.Ed, MSM
Vision Que!, LLC

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Objectives

- By the end of the plenary presentation, the participants will understand:
 - How the outreach competencies continually serve as the blueprint for high performance;
 - The innovative principle of team approach undertaken by outreach professionals and health care personnel to achieve high performance; and
 - Techniques and strategies for employing added value to the work based on principles of high performance.

The Essence & Context

- As outreach worker/professionals execute their tasks with precision and fortitude, there is a greater call to remember the human side and the passion that goes into the work. Outreach professionals and the agencies that support them embody this foundational principle.



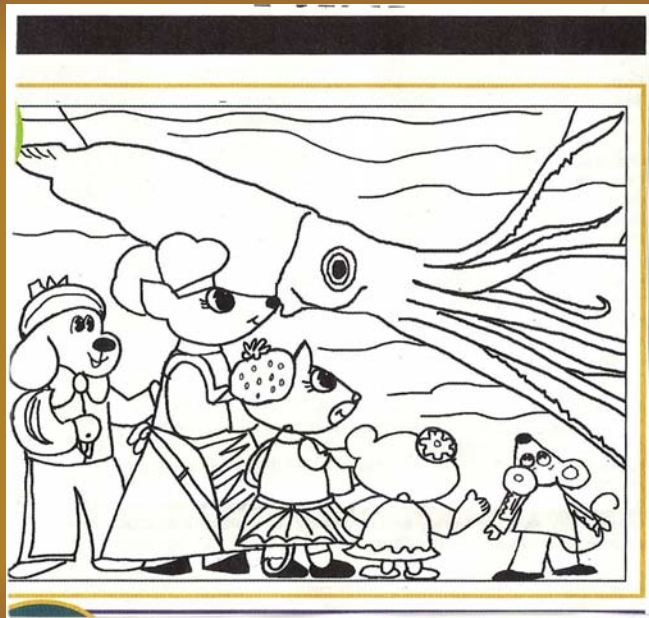
- This plenary session will focus on an alternate paradigm of high performance and the ways to deliver with meaning and purpose. As a result, key stakeholders will appreciate the interconnections and the expanded responsibilities of leadership and self-care from both personal and professional dimensions.



PRESENT PARADIGM

POSSIBLE PARADIGM

<p>Competencies →</p> <ol style="list-style-type: none"> 1. Understanding Outreach and Outreach in a Scientific Context 2. Understanding Chemical Dependency 3. Understanding Disease and Wellness in the Context of Drug Use 4. Engagement 5. Intervention 6. Client Support ← 7. Supporting Ourselves 	<p>Competencies [Expanded]</p> <ol style="list-style-type: none"> 1. Seven Competencies for Outreach and Engagement -and- 1. Compassion 1. Heart 1. Innovation
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THE WORLD OF WORK

PRESENT PARADIGM

POSSIBLE PARADIGM

Focus	→	Focus [Expanded]
1. Career		1. Mission
2. Clear		2. Conscious
3. Effective		3. Innovative
4. Producing		4. Stretching
5. Supporting		5. Mentoring
6. Showing Up		6. Presence
		• Arrange whatever pieces come your way. -Wayne Dwyer



THE THREE-FOLD GIFT of LEADERSHIP

- The Power of Representation
- The Power of Responsibility
- The Power of Requirements

The Power of Representation



- **Acknowledge** your role as a leader
- **Commit** to serve
- **Model** compassion and heart
- **Expand** inner capacity to innovate

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The Power of Representation

- What's at stake?
- What could be accomplished with a practiced skill, passion and a willing heart?
- How to adapt a "no-fail" attitude?

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The Gift of Responsibility

- *Presence* and Outreach
- *Motivation* and Outreach
- *Sincerity* and Outreach

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The Gift of Responsibility

- Barriers and Limitations
- Self Doubt & Attitude
- Stigma & Self-imposed restrictions
- Lack of Self-Improvement
- Lack of Self-Development

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Empowered Engagement

- Based on *Do You! 12 Laws to Access The Power in You To Achieve Happiness And Success*:
 - See your Vision and Stick with it
 - Always Do You
 - Get Your Mind Right
 - Never Less Than Your Best
 - Surround Yourself with The Right People

Empowered Engagement [cont]

- There are No Failures, Only Quitters
- Science of Success: Plant the Good Seeds
- You Can Never Get Before You Give
- Successful People Stay Open to Change
- Be Powerful, Be Heard
- Spit Truth to Power

Source: Russell Simmons with Chris Morrow, Gotham Books.

Requirements

- What are the formal and informal requirements of a true advocate in the bodies of an empowered community leader and his/her outreach team?

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Requirements

- Prepare fully for the Mission
- Engage in a Self-Assessment
- Identify Strength Areas, and
- Create a Plan for Areas to Improve
Stretch!

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Requirements

- Willing to listen
 - internal and external
- Willing to focus
 - Decrease self and increase mission
- Willing to remain open and present
- Willing to be conscious

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Stretch on Behalf of the Mission



With Appreciation

A handwritten signature in black ink on a white rectangular background. The signature appears to be 'J. Coleman' followed by a long, sweeping horizontal line that ends in a small loop.

Honoring/the sacred fire/of vision