

CINDI PHALLEN

The Nonprofit Expert Who Transforms Organizations
From Chaos to Calm

Nonprofits Maximize Their Mission

If you are a nonprofit leader struggling with complicated board issues, tough fundraising goals, or unclear direction for your organization, you need Cindi Phallen. With 18 years of executive director experience at the Y, she asks the tough questions to boost resources and elevate performance.

A Proven Strategy From Her Best-Selling Book

Based upon the proprietary formula in her best-selling book “The Impact Triangle,” Cindi disrupts typical thinking to **amplify fundraising results, build a stronger board, and reach the bold vision faster.**

She delivers interactive presentations that challenge common assumptions to create breakthrough moments. Her audience members leave with clarity and focus!

Programs Created Specifically for Nonprofit Leaders*

1. The New Language of Fundraising: 4 Magic Words That Translate Into More Money

Every organization needs to raise dollars and this program shows you how to:

- Stop “asking” and watch the money roll in with the Impact Triangle formula.
- Overcome the top 3 reasons board members panic when it comes to money.
- Discover a crowd of campaigners eager to promote the cause.

2. Maximize Your Mission: 6 Quick Questions That Get Your Organization Moving Faster

Balance agility with a focused strategy in order to eliminate the chaos and safely navigate the seas of change.

- Change your mindset to change your outcomes and break through flawed thinking with the Impact Triangle formula.
- Recommit and invest to become laser focused on the resources that get results.
- Unleash your partnering potential and make smart decisions about who and when to bring to the table to increase your community impact.

3. How to Create the Perfect BOD (Board of Directors): 3 Insider Secrets To Inspire Your Board to Show Up, Reach Out, and Bring Dollars In

Your Board of Directors is your lifeblood to the community, but is often disengaged. Discover how to apply the Impact Triangle formula and:

- Leverage your Board Development committee to activate a goof-proof engagement strategy.
- Transform board members from passionate bystanders to participating partners.
- Create a culture of accountability and reach your vision faster.

* Cindi works with event planners to create customized presentations that meet conference objectives.



The Impact Triangle The 3 Essentials to Accelerate Your Nonprofit Enterprise

This new book has received early praise and is the foundation of Cindi’s thought-provoking work.

“The keys to success are in this book, and practical tools and advice will jump off the pages to advance the missions of organizations large and small. It should be mandatory reading for all nonprofit Executive Directors.”

Stephen R. O’Kane
Board Member
American Lung Association

CINDI PHALLEN

SPEAKER • AUTHOR • TRAINER • CONSULTANT



"Wonderful speaker who engages and gets you thinking and planning... Your subject matter knowledge and passion galvanized learning, growth and excitement and made your presentation a huge success!"

-Erin Hutto, Idaho Center for Nonprofits

Audiences Include:

Association of Chamber of Commerce Executives
BBB of San Diego
Boys and Girls Club
Building Owners and Managers Association (BOMA)
Cal State Fullerton "Summer School" for Nonprofits
California Center for the Arts
Center for Nonprofit Management (Nashville)
Challenged Athletes Foundation
Idaho State Nonprofit Conference
Nonprofit Management Solutions
National Conference of Bar Foundations
Nonprofit Leadership Forum
New England Y Leadership Conference
Pacific Symphony
Pomona Community Health Center
Salvation Army
University of San Diego State of the Sector Summit
Women Empowerment International
YMCA of Greater Long Beach

Meet Cindi - the Nonprofit Expert Who Asks the Tough Questions

Cindi Phallen is a speaker, author, educator and the founder and President of Create Possibility where she works with nonprofit leaders to maximize their mission. After 18 years as a YMCA executive director, she's seen it all! She's missed a fundraising goal, had internal leadership struggles when staff didn't find her accessible enough, dealt with board members not showing up and much more.

And then the light bulb went on and she found the answers. She led efforts to build a new Y, managed high-performing boards of up to 45 members, led teams of over 100 employees and raised more money year over year during the recession when many organizations were struggling to stay afloat.

As a master trainer for YUSA, she has delivered provocative, content-driven, fun presentations to over 1500 non profit professionals who went away with actionable plans they could execute immediately.

Cindi now consults with many types of nonprofits each year as a trusted partner committed to changing results. Her book "The Impact Triangle" is based on her success formula that has been referred to as the secret sauce to build a thriving social enterprise. Success starts with mindset, and Cindi challenges her audience to think about how they are thinking.

Cindi is a proud graduate of Bowling Green State University (Go Falcons!) where she earned a degree in Education and she now teaches at the University of San Diego in the Nonprofit Management Certificate Program.

When she isn't showing nonprofit leaders how to maximize their mission, Cindi is an avid sports fan. She will likely be running a 5K, snowboarding or watching her Philadelphia Eagles fly to victory!

Cindi offers a suite of services including customized conference keynotes, onsite strategy sessions, off-site retreats, virtual consulting and online courses.

Contact us today to book Cindi!
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Create Possibility

Helping Organizations Accelerate Their Impact

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