

# THE **INS** GROUP PLAYBOOK



GOAL: Building, training, and supporting your team.

## A Message from Our Head Coach

As we embark on a new year, our team looks forward to opportunities to support you while reflecting on the lessons we have learned during the most challenging year we have collectively experienced. The challenges have made us even more thankful that we are able to continue to do the work we love.

***"If you are really thankful, what do you do? You share."***  
-W. Clement Stone

Our new Playbook was created to facilitate sharing our knowledge and to stay connected with all of you. Each quarter the Playbook will focus on a new topic that we believe is important to highlight. In this issue, we focus on the topic of **team**—the employees, board members, and volunteers who are the heart of your organization. Investing in your team is the most important investment you can make to achieving organizational sustainability. We know you want the best for your team, but when the daily operations, to-do lists, and community needs are so pressing, focusing on internal team needs can fall to the bottom of the priority list.

Our client spotlight feature on the Augustine Literacy Project® of the Triangle shows that organizations can successfully prioritize

developing and supporting their team even in times of crisis. Besides time, taking care of your team is often seen as a financial investment that organizations struggle to cover with tight budgets. We share research that justifies financial investments in your team while providing ideas and strategies that are free or low cost. Taking an intentional approach to developing a people-centric work culture will increase the productivity and well-being of your team, which increases your organization's positive impact on the communities you serve. Go, team!

Please [contact us](#) for a complimentary consultation to see how our team can support an intentional and tailored approach to investing in your team.

*Ruth A. Peebles*

**Ruth Peebles, MPA**  
President & Founder



## Your Team: The Heart of Your Organization

Your organization has big goals and dreams to execute. You need the skills, talents, enthusiasm, and dedication of a strong team of people. With people come lives, families, and obligations that do not magically disappear when work starts. Treating your team members like whole people helps them to thrive and stay engaged at work. Thriving people are the heart of thriving organizations. And [engaged employees perform 20% better](#) than disengaged employees. Fostering engagement does not take large budgets, complicated planning, and elaborate perks. It takes listening, experimentation, creativity, and dedication to cultivate a people-centric culture across your organization.

[Read More](#)



## The Stats Are In...

Employees who feel they are not developing in an organization are [12 times](#) more likely to leave.

A 2016 Deloitte survey found that only [28% of Millennials](#) feel that their current organization are making 'full use' of the skills they have to offer.

Engaged employees are [87% less likely](#) to leave the organization.

[86% of professionals](#) said that they would change jobs if they were offered more opportunities for professional development.



## Take

Take a timeout at your next team meeting to watch [Tom Wujec's TedTalk "Build a Tower, Build a Team."](#)

Discuss any insights that can apply to improving your organization's approach to teamwork. The shared learning experience and discussion is a great way to help virtual teams stay connected.



### Nonprofit Services

Learn more about The INS Group's customized consulting services for nonprofits.



### INS Blog

We are excited to share our expertise through our blog. Read now for insights and solutions to achieve your goals.



### Contact Us

Please reach out for a free consultation to learn how our custom solutions fit your needs.

## Navigating Crisis As a Team

[The Augustine Literacy Project® of the Triangle](#) (ALP-T) has a mission to improve the reading, writing, and spelling abilities of economically disadvantaged children who struggle with literacy skills by providing free tutoring. The organization was founded in 1994 to address the challenges of under-resourced families accessing critical literacy intervention services that prevent their children from falling behind in school. The organization's approach of one-to-one in person instruction provided by trained tutors proved to be successful and contributed to 90% of poor readers increasing their reading ability to an age-appropriate, average skill level through early intensive intervention like the Augustine program.

When the organization received a grant from the Oak Foundation in 2020, an organizational assessment to inform strategic planning was a part of the grant requirements. The INS Group was selected to perform the assessment and develop a strategic plan. The INS Group conducted a comprehensive assessment process in early 2020 involving online surveys, focus groups, and one on one interviews with internal and external stakeholders. Executive Director Lori Easterlin recalls being excited about an opportunity to gain insights from the data collected to better understand areas of improvement, stakeholder needs, and identify goals for the strategic plan. Stakeholders engaged with the process, eager to provide feedback and shape the future of the organization. All involved agreed that having The INS Group led by Ruth Peebles as an objective partner to facilitate the process was a wise investment.

Then the pandemic crisis hit and having an external support system was needed more than ever. "As a pen and paper-based model with in-person tutoring, we had to pivot quickly to figure out how to navigate the changing environment and shift to a virtual model to continue with our work. The way we connected with students had to change. The way we trained volunteer tutors had to change. And the demand and need for our services was higher as schools moved to virtual learning," said Easterlin. "Ruth was there every step of the way to help us identify solutions while providing guidance, encouragement, and an objective perspective needed to help internal stakeholders quickly make critical decisions while staying on the same page during uncertain times," continued Easterlin. "With the support of The INS Group and partners like The Hill Center, we were able to adopt an online tutoring model to continue providing tutoring services while also training new volunteers to help with the demand."

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