

Tools for Success



EXCEPTIONAL CARE. WITHOUT EXCEPTION.

Norman Stein, Senior Vice President & Chief Development Officer
2017 AFP Conference, Massachusetts Chapter

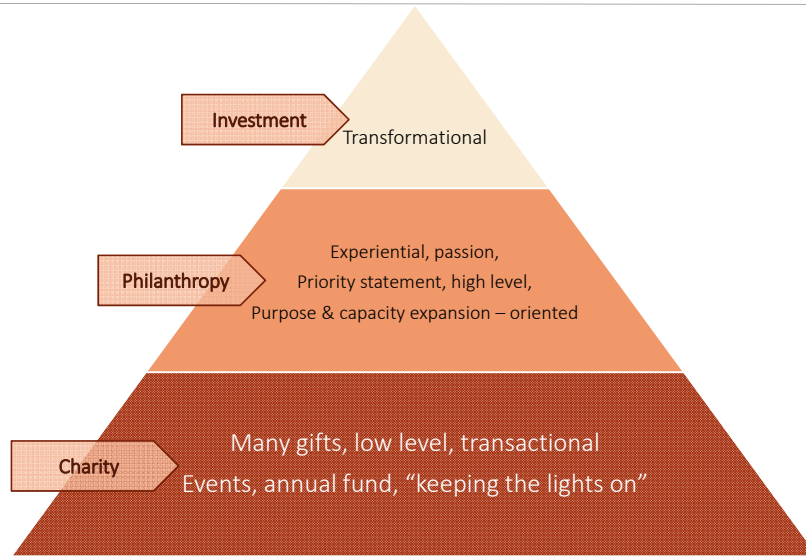


Agenda

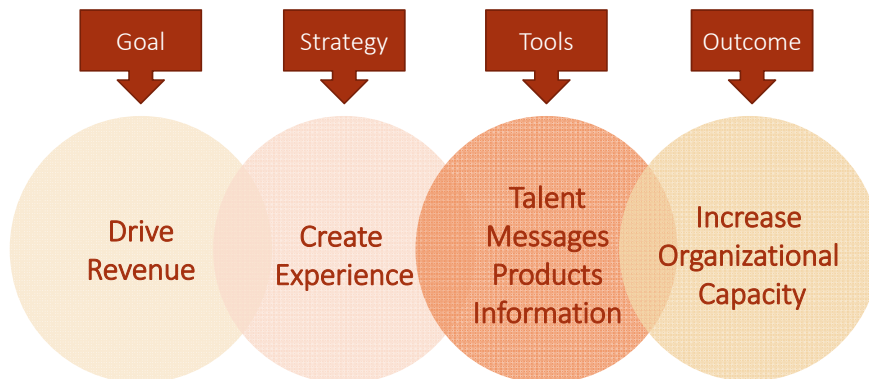
- UNDERSTANDING "DEVELOPMENT"
- DEVELOPMENT AT BOSTON MEDICAL CENTER
- TOOLS FOR SUCCESS



How to understand “Development”



Role of the Development Office

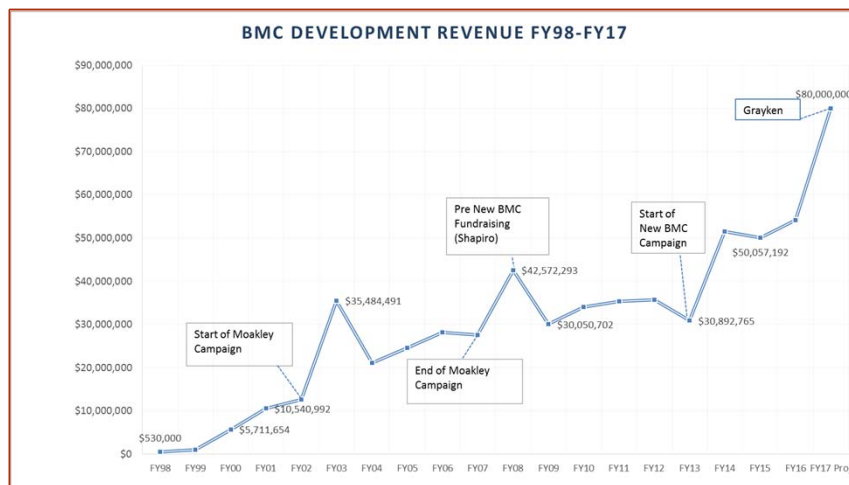


Agenda

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BMC Development Office Track Record



Who Are We?

- A “GO TO” ENTITY WITHIN THE HOSPITAL
- STRONG REPUTATION INTERNALLY AND IN THE FIELD OF DEVELOPMENT
- SEEN AS A PARTNER, NOT JUST DEVELOPMENT

Agenda

- UNDERSTANDING “DEVELOPMENT”
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1 Rules to Live By

- PLAN/PREPARE
- TEAM
- DO YOUR JOB
- RESULTS
- DON'T BE LITERAL
- KNOW YOUR BUSINESS
- SOLVE PROBLEMS
- OWNERSHIP
- RELATIONSHIPS COUNT
- MANAGE UP
- NO MONKEYS



2 Don't Get Stuck

- COMMUNICATE
- OWN/KNOW THE NEXT STEP
- BUILD CAPACITY
- BE FLEXIBLE – BUT DO NOT
SELL YOUR ORG (OR YOUR SOUL)
- NAVIGATE
- BE PROACTIVE
- PROCESS/PRODUCT CONTINUUM
- COMMUNICATION CONTINUUM



3 See into the Future

- DEFINE THE REALITY YOU WANT TO CREATE
- TAKE CALCULATED RISKS
- BE A BUSINESS UNIT
- CREATE, DEMAND, SUSTAIN, AND SELL EXCELLENCE