

## ***ASDD Application Lab***

This intense, total immersion workshop is designed for high-potential development professionals and represents a major investment in building their interpersonal skills and capabilities. Participants engage in three video-recorded exercises that highlight critical conversations in the donor cultivation process, including the Process for Locating Philanthropic Passion™. To provide adequate personal attention and coaching, *ASDD Application Lab* is limited to 12 participants.

*Prerequisite: The Art and Science of Donor Development (ASDD)*

### **Syllabus**

#### **Pre-work**

Participants receive a pre-workshop packet that outlines the expectations for the workshop and asks participants to come prepared for the three video-recorded exercises.

#### **Introduction**

Participants are introduced to the agenda, philosophy, and ground rules for the two-day session and conduct a personal, pre-workshop evaluation of their relevant skills.

#### **Establish Personal and Professional Credibility**

Participants explore key factors that influence how they project and how others perceive their personal and professional credibility, including attitudes, image, and competence. This section culminates with a video-recorded practice in which participants are asked to articulate their own compelling professional story and receive feedback and coaching.

#### **Focus the Conversation**

Participants review two key ways to focus the conversation and pique donor interest, the appropriate circumstances for each, and how to transition smoothly. This section concludes with a video-recorded practice in which participants share an appropriate focus statement for their institution and receive feedback and coaching.

#### **Dig Deeper**

In a facilitator-led discussion, participants share tactics for turning difficult situations that might occur in the Process for Locating Philanthropic Passion™ into positive, forward-moving experiences. This section concludes with a video-recorded practice in which participants take another facilitator through the Process for Locating Philanthropic Passion™ and receive feedback and coaching.

#### **Take Action**

Participants reflect on their workshop experience and establish an action plan for applying what they have learned.