



Even Passion Has Its Limits

Keeping Inspiration and Motivation Alive Through Skill and Leadership Development

Your employees care deeply about your mission. They're dedicated to the cause and have a deep-seated drive to help make the world a better place. In fact, their very passion is the key to meaningful change in your organization, your community, and beyond. However,



Burning passion can't prevent burnout.

The aggregate of long hours, reduced pay, and lack of clearly defined opportunities can adversely affect an employee's attitude, motivation, and even their health – yet it's tragically common. In a study of nonprofit employees by Opportunity Knocks, 30% of those surveyed had experienced burnout and another 30% stated they were nearing burnout.



While troubling statistics about burnout are nothing new, the remedy is.

Every nonprofit struggles with where and how to best allocate precious funds, yet the solution to burnout is less costly over time than simply increasing pay. It's also far less expensive than rehiring every six months—or even every two years. It delivers tremendous returns on not just employee satisfaction but performance, efficiency, and the organization's short and long-term goals.

The solution is simple - providing learning and development opportunities can help reignite passion and increase retention by giving employees training to improve how they manage their jobs today and delivering learning and leadership opportunities to help them create a positive, meaningful, long-standing career with the nonprofit tomorrow.

The best news? You can do both – on a nonprofit budget – with Cornerstone for Nonprofits.



Reigniting Passion and Fostering Growth with Learning Content Designed Just for Nonprofits.

Cornerstone's unified talent management platform enables organizations to offer accessible, on-demand learning opportunities. However, effective learning depends on more than just an efficient delivery method – it also requires applicable, appealing and engaging content that your employees truly desire.

Cornerstone's learning curriculums designed specifically for nonprofits give you easy access to tailored content bundles to help your employees develop leadership capabilities, learn business best practices and critical technology skills, and thrive amid ever-present financial challenges.

Employees can focus on the skills and subjects most valuable to them and experience a vast range of learning opportunities, including:

- **Powerful lessons in management, leadership, and business acumen** (accounting, finance, strategic planning), as well as technology (e.g. Microsoft Office, big data, mobile strategy, etc...).
- **Course bundles designed specifically for nonprofits from top content providers** (TED, Harvard Business Review, Get Abstract, ej4, Jenison, Lexicon, and our very own Cornerstone Foundation), often provided for free or at deeply discounted rates.

Because learning doesn't happen in a vacuum, Cornerstone also enables employees to learn together through social and collaborative tools, shown to both increase community and improve retention. Cornerstone's mobile capabilities ensure training can happen anywhere in the world, accommodating field and shift workers, as well as Millennials' well-known preference for multiple platforms and portable learning. And because Cornerstone also offers comprehensive analytics, leaders can track goals, create career paths, and address the signs of burnout before it translates into turnover.

Beyond Great Content: 5 Bottom-line Benefits of Cornerstone.



Reduce training costs by delivering on-demand, online opportunities, instead of relying on costly in-person classroom learning.



Reach key program targets faster by aligning organizational and employee goals and tracking performance and achievement.



Make learning more cost-effective and relevant by integrating it directly into day-to-day activities.



Reduce turnover by making it easier to provide ongoing feedback, well-defined career paths, and meaningful opportunities for growth and leadership.



Improve teamwork and individual effectiveness by enabling people to learn together via social and collaborative learning cohorts.



Cornerstone OnDemand is a global talent management software provider that is pioneering solutions to help organizations realize the potential of a modern workforce. csod.com/nonprofit

