



JOHN M. DEMARCO, LLC

Coaching authentic human leaders facing complex, nuanced problems



Contact

Schedule a call with me:

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Education

Graduate Certificate (in progress)
Human-Centered Design Thinking
Colorado State University

Graduate Certificate
Executive & Professional Coaching
University of Texas at Dallas

Master of Divinity
Asbury Theological Seminary

Bachelor of Science
Communications
Florida State University

Certifications

Coaching (International Coaching Federation)

Human Resources (HRCI)

Hogan Assessments

Myers-Briggs Type Indicator

CliftonStrengths (Gallup)

Design Thinking (In Progress)

Consulting (ATD)

Data Analysis (University of Chicago)

FranklinCovey Suite

Situational Leadership II (Blanchard)

Core Skills

Assessments

Coaching

Consulting

Content management

Creative writing

Design thinking

Facilitation

Leadership development

Learning agility

Manager development

Marketing

Mindfulness

Networking

Program management

Relationship building

Speaking

Strategic thinking

Storytelling

Training

SOME CURRENT NON-PROFIT LEADERSHIP PAIN POINTS

- 1. Financial Sustainability:** Many non-profits struggle with maintaining financial stability due to increasing costs and declining donations. This instability is often exacerbated by funder restrictions on the use of funds, limiting operational flexibility.
- 2. Regulatory Compliance:** Keeping up with evolving regulations, such as those concerning AI usage, donor privacy, and political activities, requires constant vigilance and can strain resources.
- 3. Talent Acquisition and Retention:** Non-profits often find it challenging to attract and retain qualified staff due to lower compensation compared to for-profit organizations. High turnover rates and staffing shortages are common issues.
- 4. Competition for Funding:** With a growing number of non-profits, competition for limited funding sources is intense. This makes it essential for organizations to demonstrate their impact effectively to attract and retain donors.
- 5. Technology Integration and Data Security:** Integrating new technologies to enhance operations while ensuring data security is a significant challenge. Many non-profits lack the resources to invest in advanced IT infrastructure.
- 6. Program Evaluation and Impact Measurement:** Measuring the social impact of programs is more complex than tracking financial performance. Non-profits need robust systems to collect, analyze, and report data to demonstrate their effectiveness to stakeholders.
- 7. Board Oversight and Governance:** Increasing demands from board members for detailed updates and financial transparency require non-profits to balance administrative tasks with strategic planning effectively.

HOW COACHING HELPS NON-PROFIT LEADERS

Executive coaching can significantly help non-profit leaders tackle their biggest challenges. It equips leaders to understand their competencies and perceptions, fostering better decision-making and strategic planning. Coaching enhances leadership skills, enabling leaders to navigate financial constraints and regulatory complexities more effectively. By improving talent management strategies, coaching aids in attracting and retaining qualified staff. It also helps leaders develop impactful communication and fundraising strategies, essential for competing for limited funding. Additionally, coaching supports the integration of new technologies and the implementation of robust program evaluation systems, enhancing operational efficiency and demonstrating impact. Finally, it strengthens governance by improving leaders' ability to manage board relationships and ensure transparency.

WHAT JOHN BRINGS TO THE TABLE

John M. DeMarco's extensive experience and credentials make him an ideal coach for non-profit leaders. His executive coaching expertise includes 360° feedback, leadership development, and certifications in assessments like Hogan, MBTI, and CliftonStrengths. John's background includes a Master of Divinity from Asbury Theological Seminary and several years serving as a United Methodist pastor, providing him with deep insights into the non-profit sector. Additionally, his experience on non-profit boards and in developing leadership programs equips John to address the unique challenges non-profit leaders face. His certifications from the International Coaching Federation and ongoing education in Human-Centered Design Thinking ensure a comprehensive and tailored coaching approach.