LEADERSHIP PROFILE

Executive Director / CEO
The Pastoral Institute
Columbus, Georgia

The Pastoral Institute will empower people to love, serve and live meaningfully.
— The Pastoral Institute Vision

THE OPPORTUNITY

The Pastoral Institute (PI) opened in 1974 to provide faith-based counseling, education and consultation services to individuals and the community. Committed to the integration of faith, healing and a holistic approach, the PI is among the largest members of the national Samaritan counseling network.

Unique and valued, the PI is embedded in the community and living out its mission of caring for emotional, relationship and spiritual needs at every stage of life. PI services include Employee Assistance Programs (EAPs), pastoral renewal and counseling, community education, counseling and initiatives that strengthen marriages, families and children.

As PI’s Executive Director/CEO, Dr. Ron King, prepares to conclude 25 years of exceptional service in 2014, the Board is seeking an outstanding next leader.

The new CEO has a bold, compelling mandate: to lead the Pastoral Institute to its next level of vitality, contribution and sustainability. The CEO will position the PI to fulfill its mission in ways that are innovative, market-driven, responsive to vicissitudes in the health care field, and sustainable.
The CEO has the opportunity to:

- Lead and manage the organization’s vision and business plan, building on the PI’s strengths with strategic focus and impact evaluation.
- Strengthen, diversify and grow philanthropic and earned revenues.
- Unify, broaden and enhance the PI’s brand profile and relationships with diverse constituencies.
- Bring the business acumen to manage the PI’s talent, programs, financial and physical resources.
- Enhance organizational cohesion, collaboration and shared vision.

THE ORGANIZATION

Founded in 1974 to provide assistance to employees of Columbus-based companies, the PI has grown to a staff of 58, over $4 million annually and a $14 million endowment. A capital campaign to further enhance facilities is envisioned in the next few years.

The Institute offers a wide variety of faith-based counseling, education and consultation services grounded in a holistic perspective. Recognized for clinical excellence and innovation, the PI is an accredited affiliate of the Samaritan Institute, a national network of counseling centers that emphasizes interrelatedness of mind, body, spirit, and community.

The PI is additionally accredited by the American Association of Pastoral Counselors (AAPC), which recently honored the PI with its Counseling Award.

The organization provides services at its main center in Columbus and at multiple locations throughout the city, in partnership with churches, corporations, seminaries, nonprofits and medical institutions.

The Pastoral Institute is unique in its clinical excellence, diverse programs and integrative faith/wholeness approach:

“No other center in the Samaritan network provides such depth and breadth in services to the community.”

–Samaritan Institute Accreditation Interview Team
• **PI Counseling Centers**, operated by the PI and through affiliate providers, offer counseling to individuals, couples, families and children. The Sarah T. Butler Children’s Center focuses on children, teens and families.

• **Turner Ministry Resource Center** is dedicated to strengthening and supporting clergy, clergy families, and congregations through programs such as clergy coaching and renewal retreats, ministry assessments and the certified Pastoral Counselor Training Program.

• **The Business Resource Center** is the PI’s outreach to the business community throughout the region. Through the Employee Assistance Program, the PI offers individual and family counseling for employees and dependents of area companies. In addition, this center provides leadership and management training and development, organizational planning, trauma response and executive coaching.

• **The Center for Servant Leadership** advances development of a caring, cooperating community that emphasizes service and involvement, a balanced approach to life and work, and a sharing of responsibility and recognition. The Center partners with the Servant Leadership Program at Columbus State University.

• **Right from the Start** is a community collaborative family and marriage initiative that strengthens couples’ relationship and communication skills. Program goals include strengthening and sustaining marriages, reducing divorce and unwed pregnancy rates, and increasing fathers’ involvement in their children’s lives.

**Looking to the future.** Board and staff envision growing collaboration with the medical community, more internal cohesion and focus, increasing PI brand awareness and program impact. Enhanced technology for training purposes, impact data, online resources and social media will be essential. The PI seeks to refine and create more market-driven offerings.

**As the PI enters its 40th year, it is facing new challenges.** Among these are the changing healthcare funding, service and reimbursement environment, the complexity of delivering quality across multiple, diverse programs and locations, the call for greater internal cohesion and the need to solidify long-term sustainability. A handful of generous donors have been instrumental to the PI’s growth and success. The
organization is challenged to diversify its funding sources in order to strengthen its foundation and ensure sustainability over the long haul.

The Pastoral Institute provides transformational, life-enhancing impact for thousands of people each year. More information is available at www.pilink.org.

THE RESPONSIBILITIES

The new Executive Director/CEO will be a leader committed to faith-based, holistic counseling, education, consultation and collaborative community partnerships. The CEO will be a compassionate, charismatic and experienced leader with vision, authentic passion for the mission, a track record of relevant success and the ability to lead and inspire the PI’s next level of accomplishment.

The new CEO will:

• **Lead vision, strategy and cohesion.** The CEO will be a compelling, credible and innovative leader who will inspire the PI’s staff, external partners and constituents. Working with the Board and management team, the CEO will develop the PI’s long-term vision and business roadmap, leading the organization through strategic choices, essential changes and transformation. The CEO will build shared vision, inspiration, cohesion, and the conditions for the PI to thrive and grow in impact.

• **Diversify and grow philanthropic and earned revenues.** The CEO will be uncommonly good at building relationships and telling the story of the PI’s mission and results. The CEO will be experienced and skillful at maximizing all kinds of philanthropic support as well as earned revenue sources. The CEO will be adept at diversifying and growing funding streams that will enhance flexibility, autonomy and impact in alignment with mission priorities.

• **Build a “one PI” brand and culture.** The CEO will focus, project and elevate the PI’s profile and brand, at the same time inspiring movement toward “one PI” internally. The CEO will be a credible, inspiring and motivating presence for staff as well as external audiences. The result will be stronger, unified messaging and internal cohesion, collaboration and synergies across the organization.
• **Bring business and management acumen.** The CEO will have proven expertise managing people, financial and physical resources, and programs. He or she will develop, coalesce and empower a diverse staff. The CEO will create a structure and environment that encourages transparency, trust, excellence and job satisfaction. By driving strategic use of technology, the CEO will enhance communications, efficiencies, accountability, program impact and measurement.

• **Grow relationships and partnerships.** The CEO will be uncommonly good at building relationships with the Board and with current and new donors, partners, stakeholders, staff and community leaders including religious leaders in Christian and non-Christian faiths, clinicians, elected officials, business leaders and educators. He or she will lead and champion the PI’s partnerships, engagement, influence and thought leadership.

**PERSONAL CHARACTERISTICS**

The ideal candidate is a servant leader who is theologically formed, passionate and credible in the context of the PI’s clinical, consulting and educational mission -- preferably with an advanced degree. He or she will have successfully led a complex organization with diverse stakeholders, programs and locations. The CEO will be, or become, an integral part of the Columbus, GA community.

The CEO will have a track record of trust building, leadership, management and growth. Assets will include emotional intelligence, charisma and high energy, relationship and communication skills, and self-confidence born of authentic ability. Additional assets being sought include:

• A track record of effective, inspiring leadership of teams and shared vision

• Experience with technology as an enhancer of mission achievement and awareness

• Relationship and partnership, storytelling and fundraising acumen

• Business and management acumen

• An energetic, energizing, optimistic and joyful persona with self awareness and a sense of humor
THE RELATIONSHIPS

The Executive Director/CEO will lead a staff of approximately 58. Key relationships are:

<table>
<thead>
<tr>
<th>Reports to:</th>
<th>Board of Directors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manages areas including:</td>
<td>• Directors of Ministry, Counseling, Training, Right from the Start, the Business Resource Center and the Center for Servant Leadership</td>
</tr>
<tr>
<td></td>
<td>• Director of Development and Marketing</td>
</tr>
<tr>
<td></td>
<td>• Chief Financial Officer</td>
</tr>
<tr>
<td></td>
<td>• Director of Human Resources</td>
</tr>
<tr>
<td>Other key relationships</td>
<td>• Current and potential supporters</td>
</tr>
<tr>
<td>include:</td>
<td>• Community, business, health and legislative leaders</td>
</tr>
<tr>
<td></td>
<td>• Churches, pastors and other leaders across a range of faith traditions</td>
</tr>
<tr>
<td></td>
<td>• Clients</td>
</tr>
</tbody>
</table>

THE LOCATION

The Pastoral Institute is headquartered in Columbus, the second largest city in Georgia, 90 miles southwest of Atlanta. Named one of the *Top 100 Best Places to Live* by Livability.com, Columbus was the first city to receive the prestigious Servant Leadership Award from the Greenleaf Center. Columbus is home to numerous corporate and educational entities, including Synovus Financial, WC Bradley, AFLAC and Columbus State University.

The city has many cultural offerings, among them the historic Springer Opera House, the State Theater of Georgia, the River Center for the Performing Arts and the longest urban whitewater course in the nation with class 4 rapids.

The Pastoral Institute is an equal opportunity employer, and a diverse set of candidates is being sought for formal consideration.

For potential consideration or to suggest a prospect, please email Pastoral@BoardWalkConsulting.com or call Kathy Bremer, John Sparrow or Ayanna Hunt at 404-BoardWalk (404-262-7392).

For the current status of this and other searches, please visit www.BoardWalkConsulting.com