



Dreams InDeed International

A light in every dark place in this generation

www.dreamsindeed.org

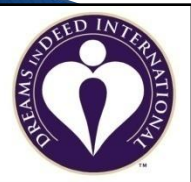
Dreaming of Synergy: Leveraging Impact Beyond Our Success



Mohamed Bouazizi, Age 26



Desperate for Dignity



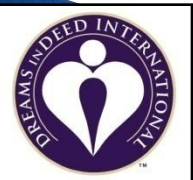
Death after 18 Days of Agony and 26 Years of Humiliation



What Are They Asking For?

- **Stability 95%**
- **Democracy 92%**
- **Family 79%**
- **Jobs 77%**
- **Housing 77%**
- **Healthcare 74%**

Findings adapted from the
Third Annual ASDA'A Burson-
Marsteller Arab Youth Survey,
February–March, 2011.



“Because most social issues dwarf even the most well-resourced, well-managed nonprofit...it is wrongheaded for nonprofit leaders simply to build their organizations.”

Jane Wei-Skillern PhD, *The Networked Nonprofit*
Stanford Social Innovation Review, 2008.



What is the dream?



The Habitat for Humanity Track Record

Quantity

- ▶ Over 1 million housed since 1976
- ▶ 275,000 homes built
- ▶ Over 2,100 affiliates
- ▶ Nearly 100 countries
- ▶ Brand value \$3.1 billion

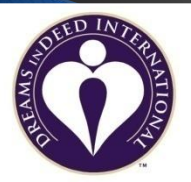
Quality

- ▶ Featured in six Harvard Business School cases
- ▶ Showcased in *Forces for Good: The Six Practices of High-Impact Nonprofits*, by Crutchfield & McLeod Grant



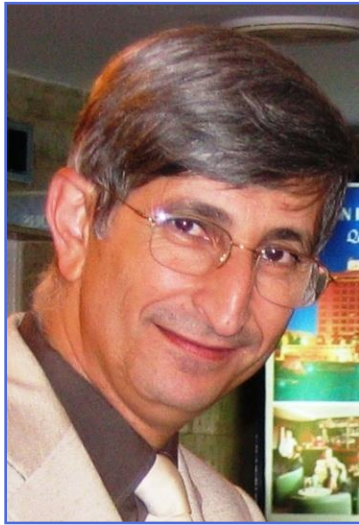
Hurdles for HFH Middle East

- Foreign stigma
- Minority status
- No legal identity
- No staffing
- No name recognition
- Limited resources
- Pre-packaged program





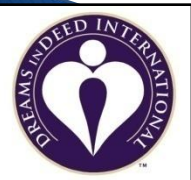




I've got a dream...

...to solve the problem of poverty housing in Egypt.

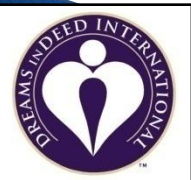
- 20 million of 70 million in poverty housing
- Build 400,000 homes with volunteers for 10% in need in my lifetime
- Enable volunteers to build with the other 90% in need without HFH Egypt



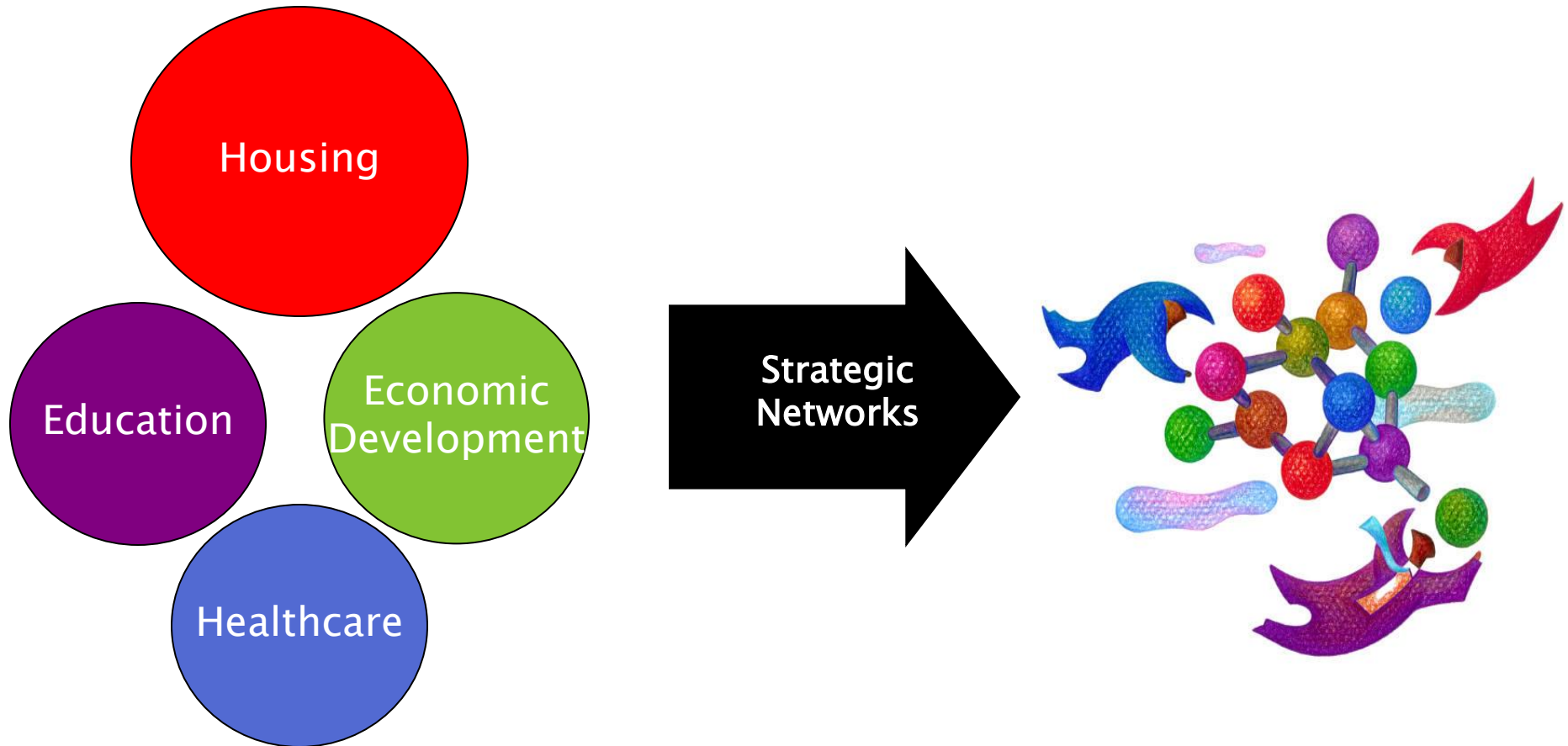
Yousry's Homespun Wisdom



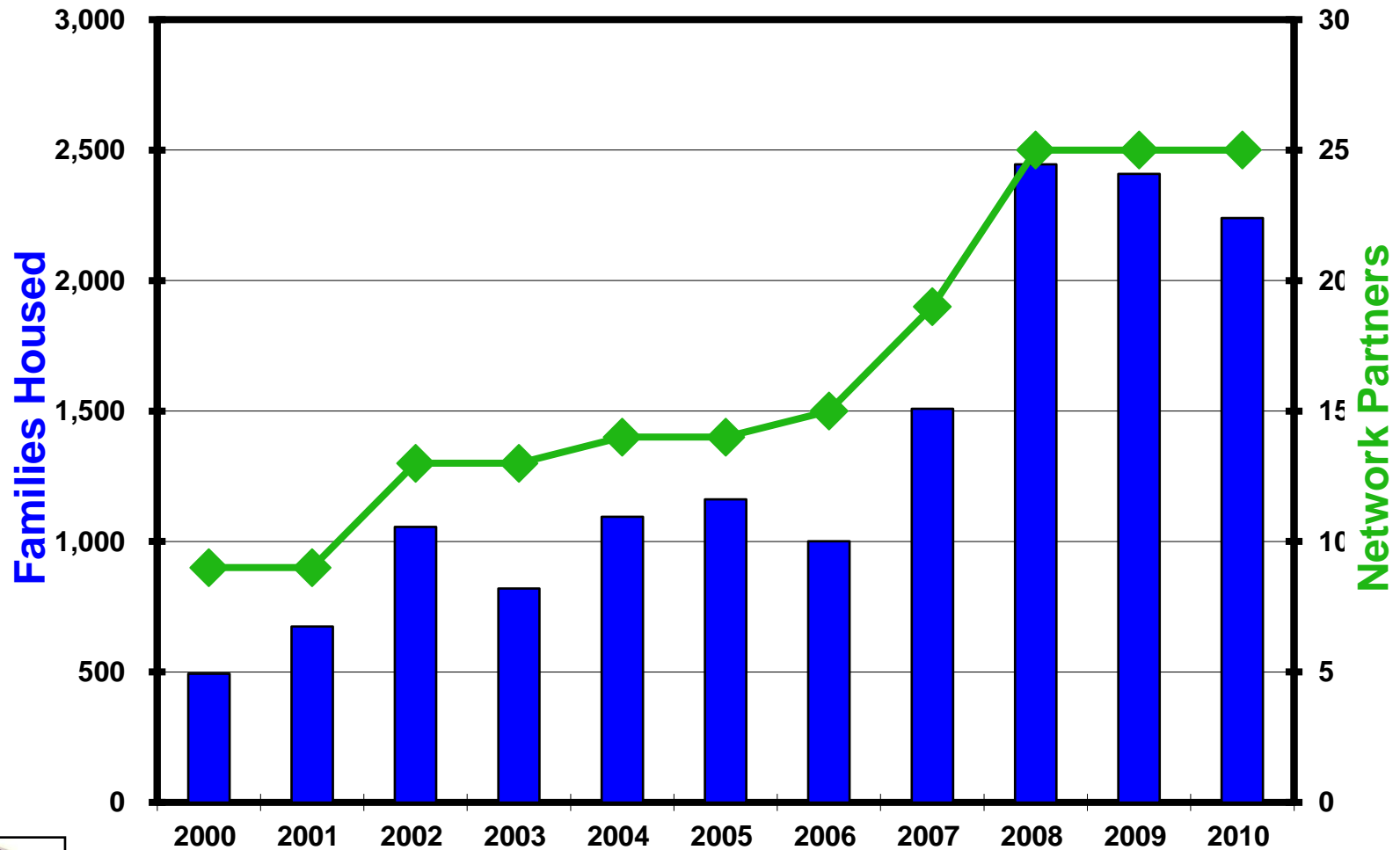
“The basket with two handles is meant to be carried by two.” *Egyptian Proverb*



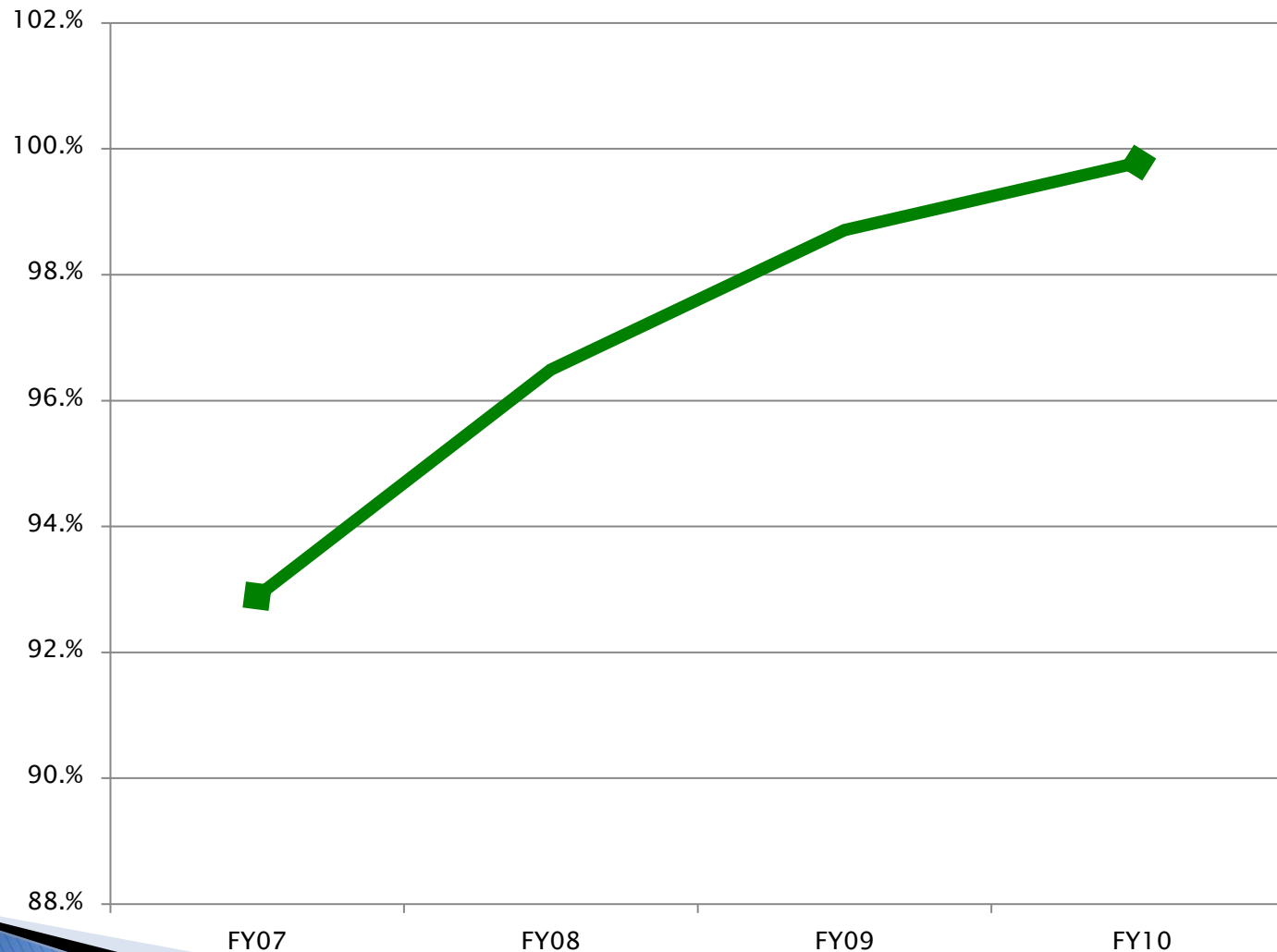
Yousry's Network Strategy



Network Growth, Families Housed

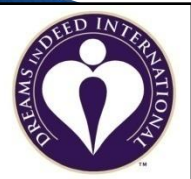


On-Time Mortgage Repayments



Keys to the Networked Approach

- **Shared Dream**
- **Aligned Values**
- **Participatory Weave**
- **Servant Leaders**



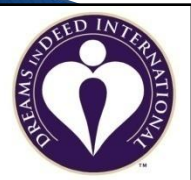
Dreams

▶ Litmus Test 1:

Do the poor see the dream as great news?

“If you have come to help me, you can go home. But if you see my struggle as part of your own survival, then perhaps we can work together.”

Australian Aborigine Woman



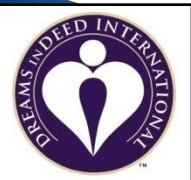
Dreams

- ▶ **Litmus Test 2: Does the dream invite all to participate, and require all to change?**

Outwitted

He drew a circle that shut me out —
Heretic, rebel, a thing to flout.
But Love and I had the wit to win:
We drew a circle that took him in!

Edwin Markham,
The Shoes of Happiness and Other Poems,
1913



Dreams

► Litmus Test 3: Is the dream worthy of sacrifice?

“A rock pile ceases to be a rock pile the moment a single man contemplates it, bearing within him the image of a cathedral...He who bears in his heart a cathedral to be built is already victorious.”

Antoine de Saint-Exupéry,
Flight to Arras, 1942

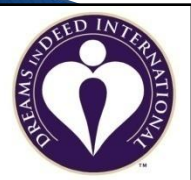


Values

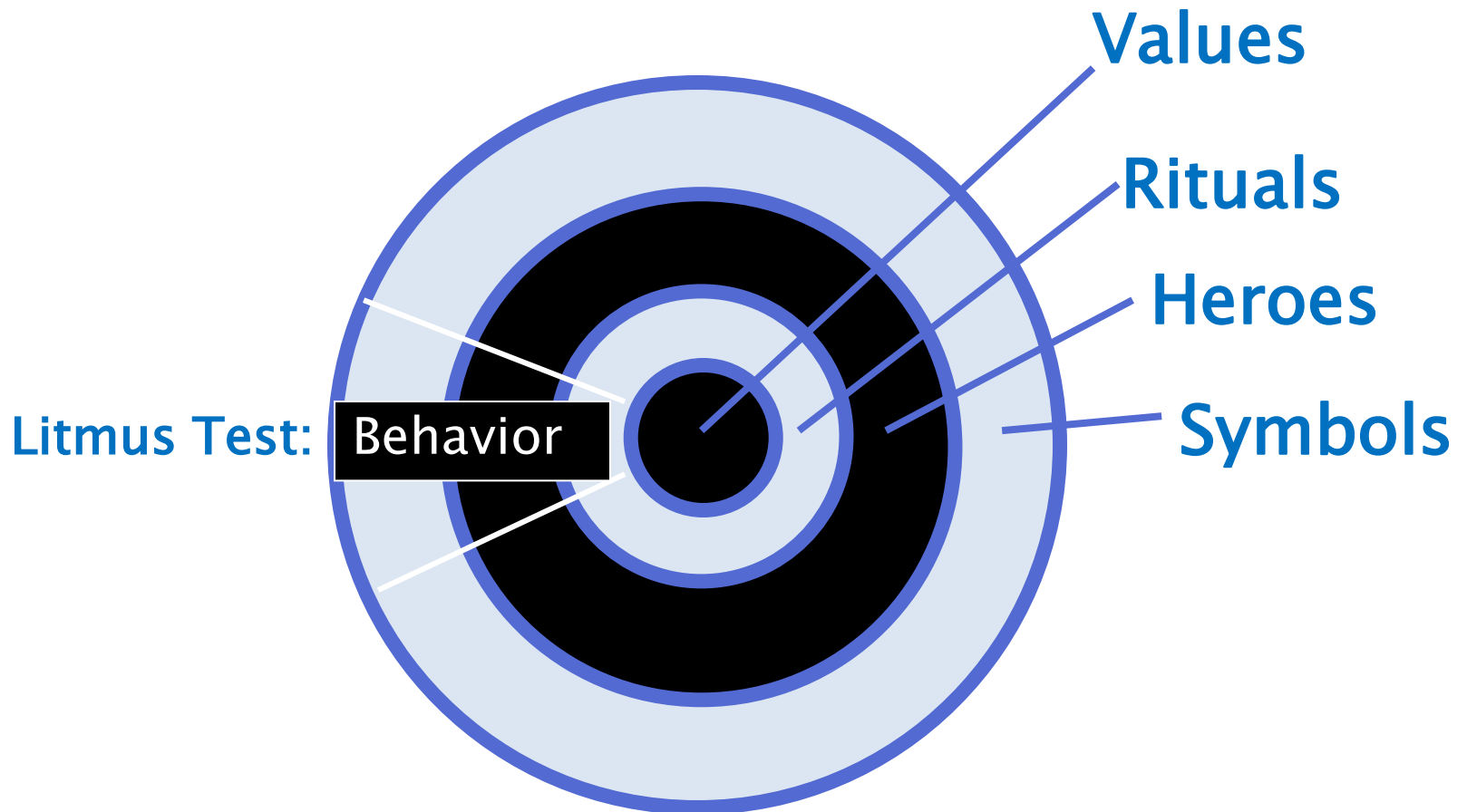
“The ultimate and most sublime values have retreated from public life, either into the transcendental realm of mystic life, or into the brotherliness of direct and personal human relations.”

Max Weber,

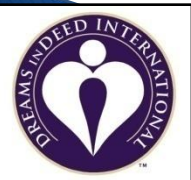
The Protestant Ethic and the Spirit of Capitalism, 1904.



Values



Geert Hofstede, *Culture's Consequences: Comparing Values, Behaviors, Institutions, and Organizations Across Nations*, 2001.



Values

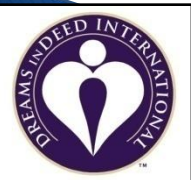
- **Integrity** – cluster: integrity/honesty
- **Passion** – cluster: passion/hard work
- **Faith** – cluster: innovation/risk-taking
- **Humility** – cluster: service/dignity/people
- **Wisdom** – cluster: excellence/quality

Jim Collins and Jerry Porras, *Built to Last:
Successful Habits of Visionary Companies*, 1994



Values

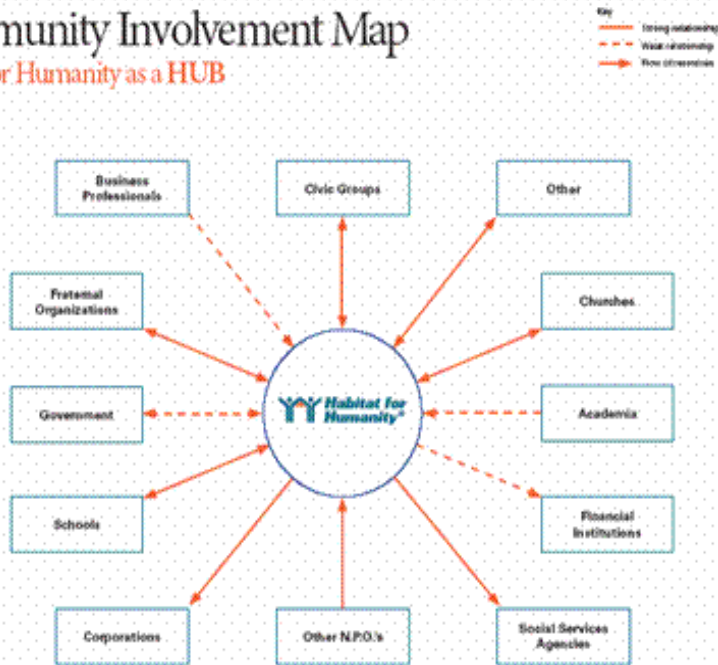
- ▶ **Litmus Test:** What price do we pay to live our values, when push comes to shove?



Participatory Weave

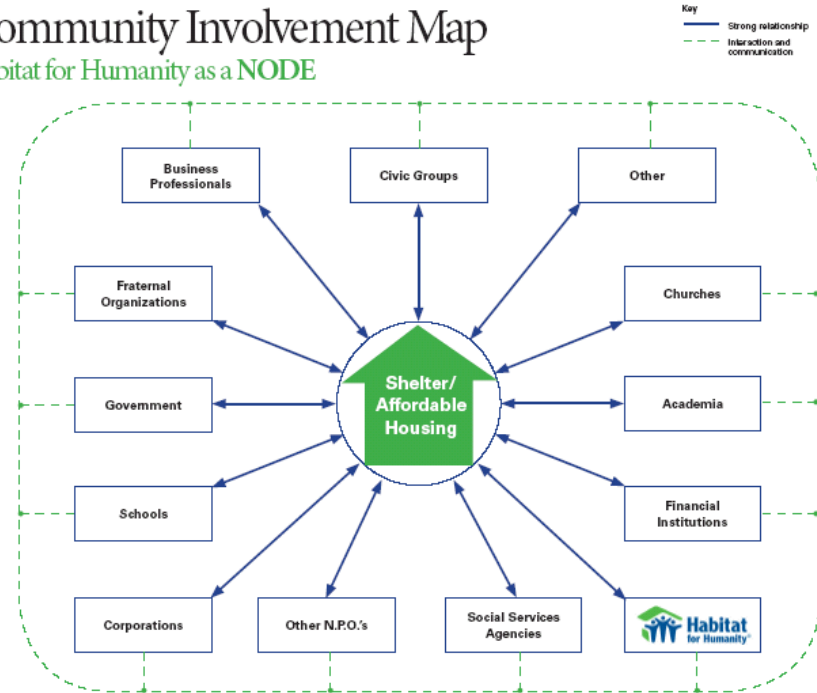
► Litmus Test 1: Is our shared dream central?

Community Involvement Map
Habitat for Humanity as a HUB

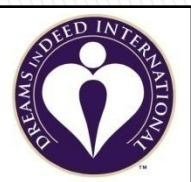


Static role as HUB

Community Involvement Map
Habitat for Humanity as a NODE



Dynamic role as NODE



Participatory Weave

- ▶ Litmus Test 2: Is the smallest voice heard?

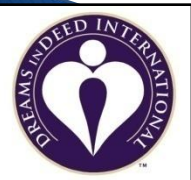


Servant Leaders

▶ Litmus Test 1: Who stands in the spotlight?

“Of course, there is a fly in the ointment of “scaling to the issue.” It means giving up ownership of the issue, which can be difficult given the existence of egos, and more importantly perhaps, the reality that donors and investors drive organizations to differentiate themselves from others doing similar work, increasing fragmentation.”

Pamela Hartigan PhD. *Scaling to the Issue*, 2008.

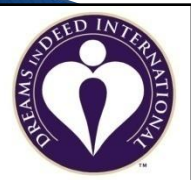


Servant Leaders

▶ Litmus Test 2: Do those served then choose to serve also?

“...the best test, and difficult to administer, is: Do those served grow as persons? Do they, while being served, become healthier, wiser, freer, more autonomous, more likely themselves to become servants? And, what is the effect on the least privileged in society?”

Robert Greenleaf. *Servant Leadership: A Journey into the Nature of Legitimate Power and Greatness*, 1977.



Servant Leaders

- ▶ Litmus Test 3: **Do they put the last first?**



Keys to the Networked Approach

- **Shared Dream**
- **Aligned Values**
- **Participatory Weave**
- **Servant Leaders**



What is the dream?

