



**Address to the Greater Miami Jewish Federation**

**Given by Mark B. Rosenberg  
on September 2, 2009**



*This speech was presented to members of the Greater Miami Jewish Federation at their August 7, 2009 staff retreat.*

Thank you, Dany. Thank you Federation members for the invitation.

I have a special relationship with Federations and know what you are going through. But what are you going through?

Two stories, both personal:

- Honduras – boy with no arms
- Orange – surviving concentration camp/enjoying the basics in everyday life.

We cannot do our work effectively without recognizing that our lives are blessed and that we should not take for granted the importance of meaningful work. We all have it. You have it! This clearly is a new era. We are all in reset! We have several major challenges that we will address with success!

1. **Challenge of managing ourselves – integrity is critical.** Values are critical. Empathy is essential.
2. **Challenge of managing talent surrounding us.** Figuring out the assignment is critical and motivating each to higher and higher levels of achievement and satisfaction are critical.
3. **Challenge of managing a Federation with a reduced budget. Challenge of working in an environment where philanthropy is being redefined!**
4. **Challenge of managing expectations!** Figure out the differences

Let me tell you what I told my team several weeks ago: In this New Era, my team will be characterized by pro-active positive student and innovation-oriented people who can collaborate and foster goal oriented teamwork. If you can't find ways to collaborate, and to be goal oriented, you are in the wrong place!

A key to this will be alignment: around values and around messaging. What are your values? What is your message?

Values will drive this New Era:

1. Quality
2. Competitiveness
3. Financial Security
4. Accountability
5. Relationship building-bridge building
6. Teamwork
7. Leading by Example
8. Telling the story

Our message: It will be characterized by approachable leadership that creates a friendly welcoming environment, solves problems, and seeks excellence.

For you in the Jewish Federation, you are needed more than ever. You cannot fail. However, if you do not reset, do not reset your values and your message, and most of all appreciate the meaningful work that you have, you will not meet much less exceed your expectations and those of the community!

This is the orange! Live life and know that you have meaningful work!