

# Transforming Mission-Driven Organizations *Into Thriving Cultures*

— ◆ —  
Strategic Advisory Services for Healthcare  
Organizations,  
Nonprofits, Foundations, and Faith-Based Leaders

## Rena Whittaker

Founder | BeingTribal

- **Philanthropic Strategy Expert**
- Leadership Advisor
- Board Development Specialist
- Culture Transformation Consultant





WHAT LEADERS ARE CARRYING

# The Hidden Cost of *Mission-Driven Work*

- Not enough time.
- Not enough funding.
- Staff burnout.
- Board disengagement.
- Leadership fatigue.
- Mission drift.
- Difficulty recruiting and retaining talent.
- Organizations trying to do more with less.

## *Sound familiar?*

For more than 25 years, I have worked alongside nonprofit and healthcare leaders facing these very challenges.

*"The strongest organizations are not built through strategy alone.*

*They are built through trust, culture, alignment, and leadership."*

— RENA WHITTAKER

*That is where transformation begins.*

The strongest organizations are not built through strategy alone.

They are built through trust, culture, alignment, and leadership.

*Because when people thrive, organizations thrive.*





# Why Organizations *Work With Me*

Organizations rarely fail because they lack passion.

They struggle when:

- *Trust erodes.*
- *Communication breaks down.*
- *Expectations become unclear.*
- *Leadership becomes disconnected.*
- *Culture is neglected.*

I help organizations strengthen the human side of leadership through the BeingTribal Framework.

*Because culture does not happen by accident.*

*It is intentionally built.*

*And when culture thrives, people thrive.*

## The BeingTribal *Framework*

Six pillars that build healthy organizations from the inside out.



### **Trust**

Create psychological safety and credibility.



### **Respect**

Establish clear expectations and healthy boundaries.



### **Investment**

Invest in people, learning, and leadership.



### **Belonging**

Create cultures where people feel seen, valued, and connected.



### **Accountability**

Align expectations and results.



### **Leadership**

Develop leaders at every level.

*When an organization builds its culture on these six pillars, mission becomes movement — and teams become tribes.*



# Consulting Services

## ◆ Executive Leadership Partnership

One-on-one partnership with your Executive Director or senior leaders to strengthen self-trust, executive presence, decision-making confidence, and sustainable leadership practices.

— *From isolated at the top → grounded and fully supported.*

## ◆ Leadership Team Development

Deep-dive retreats and ongoing sessions that rebuild trust, clarify roles, resolve conflict, and align your leadership team around a shared culture and mission.

— *From fragmented teams → a unified, high-trust tribe.*

## ⊞ Organizational Culture Consulting

A comprehensive assessment and transformation process that aligns your organizational values, policies, and practices with the culture you aspire to build.

— *From surviving dysfunction → thriving by design.*

## ⊞ Board & Executive Partnership

Facilitated alignment between your board and executive team — building trust, clarifying governance, and creating a partnership that supports rather than drains your leadership.

— *From tension and misalignment → purposeful governance.*

## ◆ Staff Retreats & Culture Events

Transformational all-staff retreats rooted in the TRIBAL Framework that rebuild belonging, reignite mission passion, and create shared language for how your organization operates.

— *From disconnected staff → a mission-centered community.*

## ◆ Leadership Pipeline Development

Identify, develop, and advance emerging leaders within your organization through structured coaching, mentorship frameworks, and succession planning.

— *From leadership gaps → a bench of ready leaders.*

## ⊞ Philanthropic Strategy & Fundraising Growth

— *From reactive fundraising → sustainable philanthropic growth.*

- Major gifts strategy and cultivation
- Capital and annual campaign development
- Foundation and grant strategy
- Case for support development
- Board engagement in fundraising
- Donor stewardship and relationship management



# Trusted by *Mission-Driven Leaders*

*"What we received was truly transformational leadership."*

Rena elevated every aspect of our organization. She empowered our fundraising team, helping us achieve a record-breaking year, while bringing the strategic clarity needed to successfully hire an outstanding Chief Development Officer. Perhaps most importantly, she cultivated a deep sense of belonging, trust, and purpose within our Foundation team. Her ability to combine strategy, leadership, and genuine care for people is extraordinary.

**Traci Rossi**

Executive Director · Friends of the Children – Portland

*"She has a unique ability to bring clarity to complex challenges."*

Rena is a gift. Her deep expertise in nonprofit leadership, fundraising strategy, organizational development, and executive coaching is matched only by her genuine care for the people she serves. She has a unique ability to bring clarity to complex challenges, strengthen leaders, and help organizations move forward with confidence and purpose.

**Shelly Winterberg**

Senior Director · Every Child Oregon

*"She has left an indelible mark on our organization."*

Rena became a trusted advisor and exceptional executive coach for our nursing leadership team. Her ability to create meaningful connection, encourage courageous conversations, and help leaders navigate complex challenges had a profound impact. Rena combines deep leadership expertise with genuine compassion and care for the people she serves.

**Denise Fall**

Chief Nursing Officer · Legacy Good Samaritan Medical Center





# Why I Do *This Work*

I believe mission-driven organizations change lives.

But I also believe that organizations can only thrive when the people leading them are supported, aligned, and empowered.

For more than 25 years, I have worked alongside nonprofit leaders, healthcare executives, boards, donors, and community organizations.

I have witnessed the extraordinary impact that becomes possible when trust, belonging, accountability, and leadership are intentionally cultivated.

Throughout my career, I have seen extraordinary organizations struggle not because they lacked passion, but because they lacked alignment.

When leaders feel supported, teams feel connected, and culture becomes intentional, mission-driven organizations can achieve remarkable results.

**My work is rooted in a simple belief:**

When people thrive, organizations thrive.

*And when organizations thrive, communities flourish.*

— RENA WHITTAKER



## NEXT STEPS

# Let's Explore What Is *Possible Together*

Whether your organization is navigating growth, transition, culture challenges, leadership development, fundraising strategy, or board engagement, I would welcome a conversation.

- Organizational growth or strategic transition
- Culture challenges or leadership misalignment
- Board development and governance
- Fundraising strategy and donor engagement
- Leadership team development and retention

## Schedule a Discovery Conversation

Complimentary · No Obligation · 30 Minutes

● [rena@beingtribal.com](mailto:rena@beingtribal.com)

● (541) 380-1077

● [BeingTribal.com](http://BeingTribal.com)

