

kelly isola  
INNOVATION  
ALCHEMIST



# TAKE YOU and YOUR ORGANIZATION INTO A NEW DIRECTION:

Move through change efficiently, effectively and sustainably, with wisdom and compassion

**Rev. Kelly Isola, is a culture-builder and a catalyst for personal and organizational development.**

She is a transformative consultant, teacher, and author who shares her passion for living the two-fold path of an engaged spiritual life – embracing the inner path of wisdom and healing, as well as demonstrating the outer path of compassionate service.

She holds several certifications in leading edge models of human and organizational development – focusing on how we create and relate to ourselves, each other and the world – as well as her specialty: the spiritual practice of conflict transformation through embodying paradox.

*She has expertise in guiding leaders through “vertical” development as a key strategy for up-leveling organizational performance. Kelly devotes her time to those who are committed to being a force for good in the world and are ready to grow to the next level of maturity. She works to create dynamic organizational cultures in which people can thrive and thus make greater contributions, creating a world that works for all.*

## Explore

With more than 25 years of experience, Rev. Kelly takes a whole-systems approach to organizational change and culture shift, and comes from a rich background of education and practice in consulting with spiritual communities and faith-based non-profits. She is rooted and trained in skills needed to guide you through crucial times of change by reviewing congregational culture, health, mission, identity, as well as leadership assessments and coaching. She expertly helps organizations see their systems and ways of being, in order to build its future from a place of wholeness. Her expertise includes 25 years of:

- marketing and communications
- leadership and team development
- mission-centric change management and strategic planning
- facilitation skills development
- conflict transformation
- individual/community transformation
- social media expertise
- building digital ministry

*A key ingredient in her healing approach is building capacity to lead and manage change by developing individuals who are self-aware, creative, collaborative, and can manage complexity.*

## Succeed

- Mastery Polarity Thinking™
- Certified ICF Coach
- Certified Conflict Mediation, 1400 hours training
- Certified Healthy Congregations Facilitator
- Certified Appreciative Inquiry
- Certified Church Consultant - Center for Congregational Health
- Claremont Theological Interfaith Dialogue Certification
- Spiritual Intelligence Master Coach/Trainer
- Q Process Master Coach/Trainer
- Emotional Intelligence Coach/Trainer
- Leadership Circle 360 & Culture Assessment
- Leadership Development Framework (Maturity Assessment Profile)
- Certified Spiral Dynamics & Integral Theory
- Lombard Mennonite Mediation
- Advanced Clergy Clinic
- Interim Ministry Network Certified
- Certified Organizational and Individual “Discover your why” mission process

## DIGITAL MINISTRY

- From Social Media to Social Ministry
- Social Media Plans, Creation, Implementation
- Online Fundraising

Social Media is still an unknown or poorly used tool in the marketing mix of most non-profits, including faith-based organizations. And as any tool can be functional, if not used correctly it will not be successful. It is always evolving, and so should you. Are you ready to go “phygital (digital and physical)” If so, you will need to have:

- Clarity of mission and identity
- Clearly defined goals
- Research to find your audience
- Human and/or economical resources to commit
- Enough quality content to be successful
- A web site to support your mission
- Willingness to change :)

Digital Ministry goes far beyond a Sunday service. Rather, it is an enhancement of community by reimagining the tools that a community can use to reach people. “Phygital” ministry uses technology as a tool to support the mission of your church in both the physical and digital realms—to grow across multiple contexts and to multiply everywhere that people gather, online or in person.

A social media plan focuses on getting people to the building for a couple of hours every weekend, whereas a **social ministry strategy** focuses on how to help them grow in their faith through social technology. You need both. It doesn't matter how many followers you have if the followers aren't following the message.

### ...what does this mean to you?

I will help you decide how having a social media presence, including which social media avenues make sense for you. Then I will develop a strategy to implement and identify the resources to successfully launch and maintain that presence.

I've helped many non-profits large and small, community-based and nationwide, to get the word out about their work; recruit new members, donors, and volunteers; and develop creative strategies that worked, all on limited financial and staffing resources.

## Publishing and Marketing Skills

Since 1991, I have been producing exceptionally successful publishing and marketing materials for a wide range of private and governmental clients, locally and around the world. Components include consulting and creative concepts for:

- Print material design & production (books, magazines, brochures, catalogs, ads, etc.)
- Marketing plans
- Logo design
- Copy writing (print and online)
- Websites
- Videos (training materials, corporate presentations)
- Trade show and event materials (large format graphics and collateral)
- Direct mail programs (design and implementation)
- Social Media Strategies, Design and Implementation

I have been the Creative Director and Art Director at The Cricket Contrast since 1999. I have over 25 years of experience in the field of publishing, graphic and web site design - basically all things print and online.

Prior to the The Cricket Contrast I was Art Director at Ashland Media, a Spanish language publication firm, managing a staff of 7 and responsible for the design and production of several weekly publications including Televisión y Más Phoenix (144 page weekly), Tucson (36 page weekly), and El Paso (24 page weekly) editions, TV Weekly (56 page weekly), Mensual de los Diamondbacks (48 page monthly), La Voz (weekly newspaper) and Scottsdale's NewDigest (36-48 page weekly).

## Proficiencies

- Strategic Planning and Execution
- Creative Concept to Final Execution
- Marketing and Consulting
- Creative Direction and Design
- Customer Relations
- Team Building and Motivating Associates
- Project Management and Organizational Skills
- Social Media Marketing and Online Fundraising

For 25 years I have delivered successful marketing and communications tools for all my clients. I am committed to continually learning new things, and keeping pace with a rapidly changing world, so that my clients thrive too. I help my clients learn how to do lots of new things, discover what they can do by themselves and what you really need to hire out, and, hopefully, love showing up for work everyday fulfilling their mission and purpose.

