



# Accelerating Impact Investing for Nonprofit Organizations:

*Aligning Your Leadership and Stewardship  
with Your Fiduciary Responsibilities*

Featuring Donald Trone, *CEO, 3ethos*

September 9, 2020



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# Topics for Today's Discussion



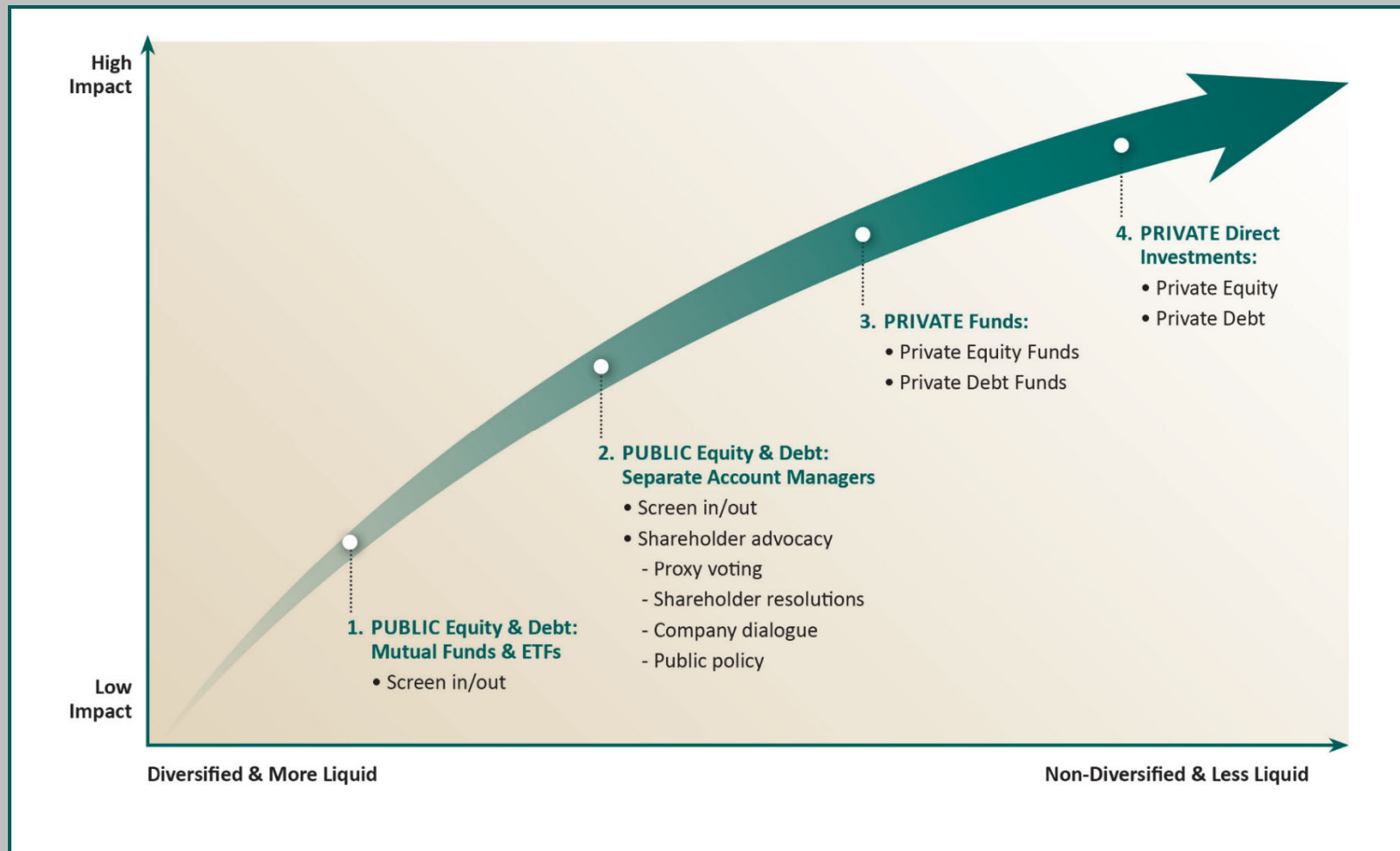
1. Introduction
2. Obstacles to Impact Investing
3. Behavioral Governance
4. List of Practical Ideas
5. List of Resources
6. Summary
7. Question and Answer Session

# Obstacles to Impact Investing

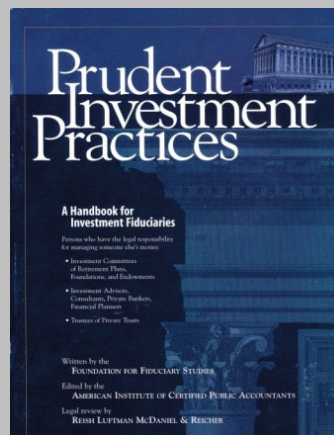
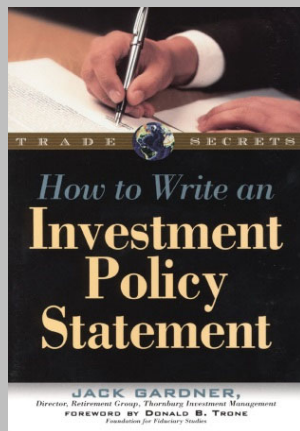
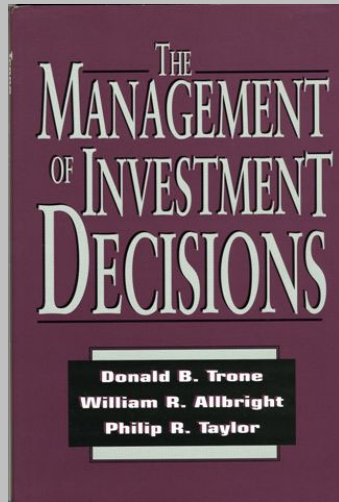
1. Sample Obstacles to Impact Investing
2. Questions that Identify an Obstacle

# Obstacles to Impact Investing

## Socially Responsible Investment (SRI) Impact Spectrum



# Introducing Our Speaker: Donald Trone



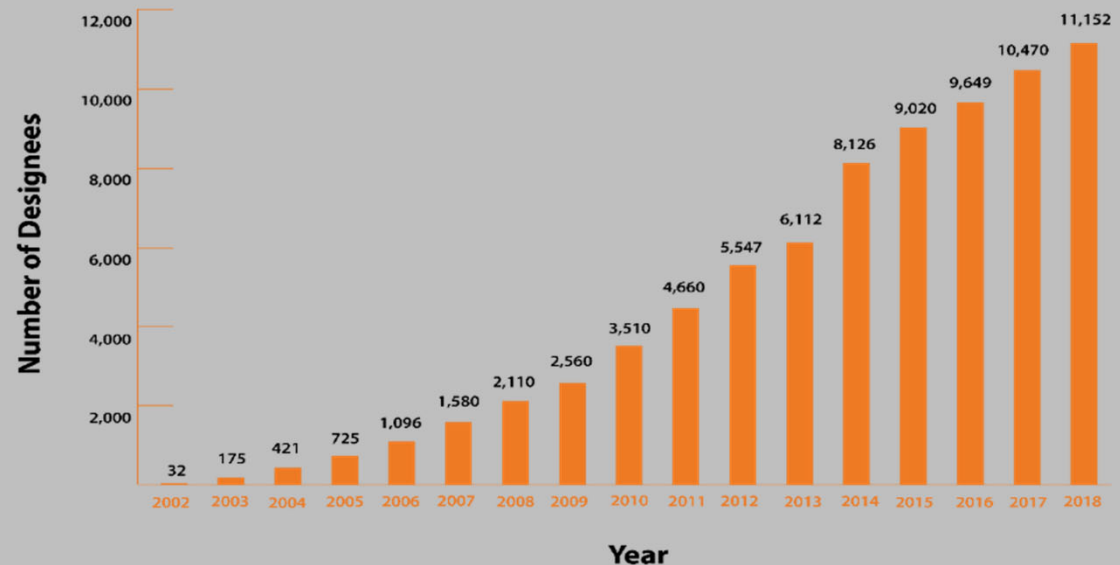
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# Introducing Our Speaker: Donald Trone



## TOTAL ACTIVE DESIGNEES



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# Introducing Our Speaker: Donald Trone



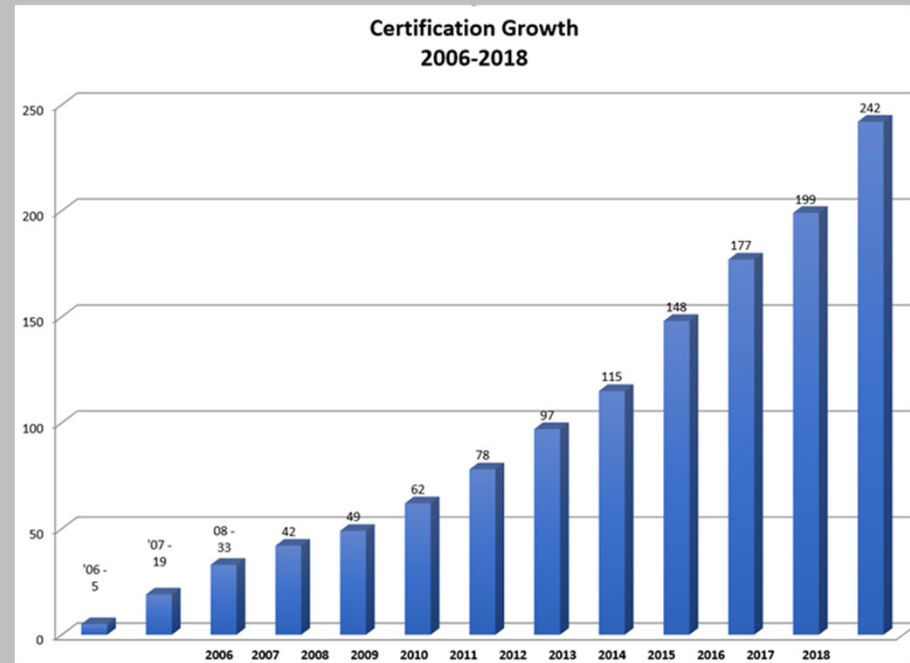
**CEΦEX**

Investment  
Advisor

CERTIFIED SINCE

8/22/2016

Verified on: 1/15/2020



[www.CEFEX.org](http://www.CEFEX.org)

<https://www.cefex.org/RegisteredCompanyList/>

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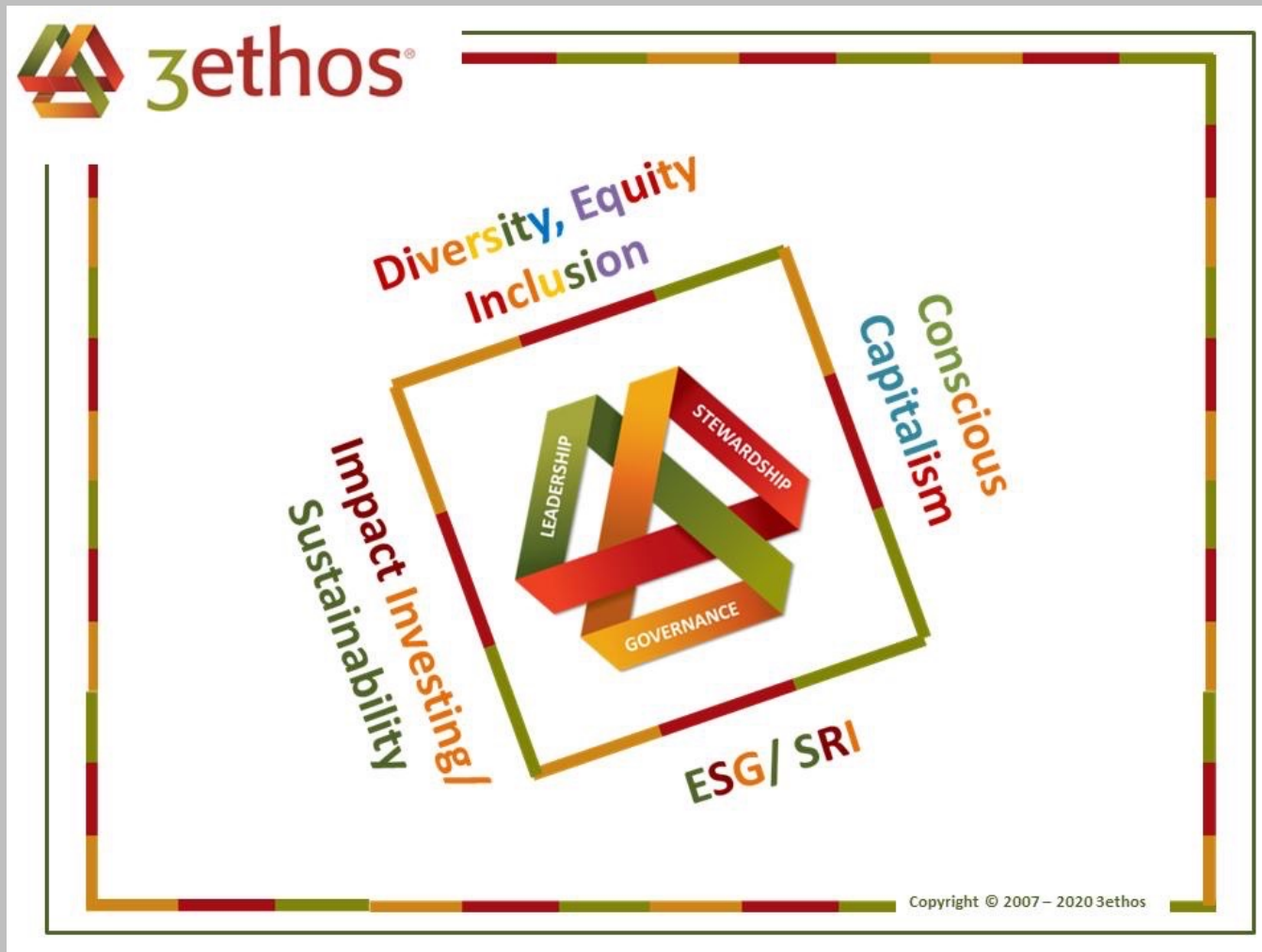
<https://www.aicria.com/associations/alliances-cefex.html>

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# Overcoming Obstacles w/ Behavioral Governance

*Practice S-2.7:* When socially responsible investment strategies are elected, the strategies are structured appropriately.

# Overcoming Obstacles w/ Behavioral Governance



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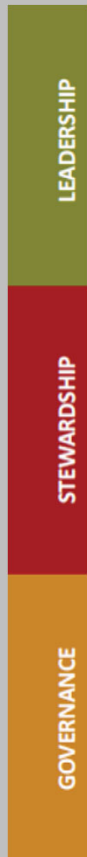
**Don Trone, CEO, 3ethos**



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**LeaderMetrics –  
Using evidence-  
based analysis to  
determine the  
value of a leader**



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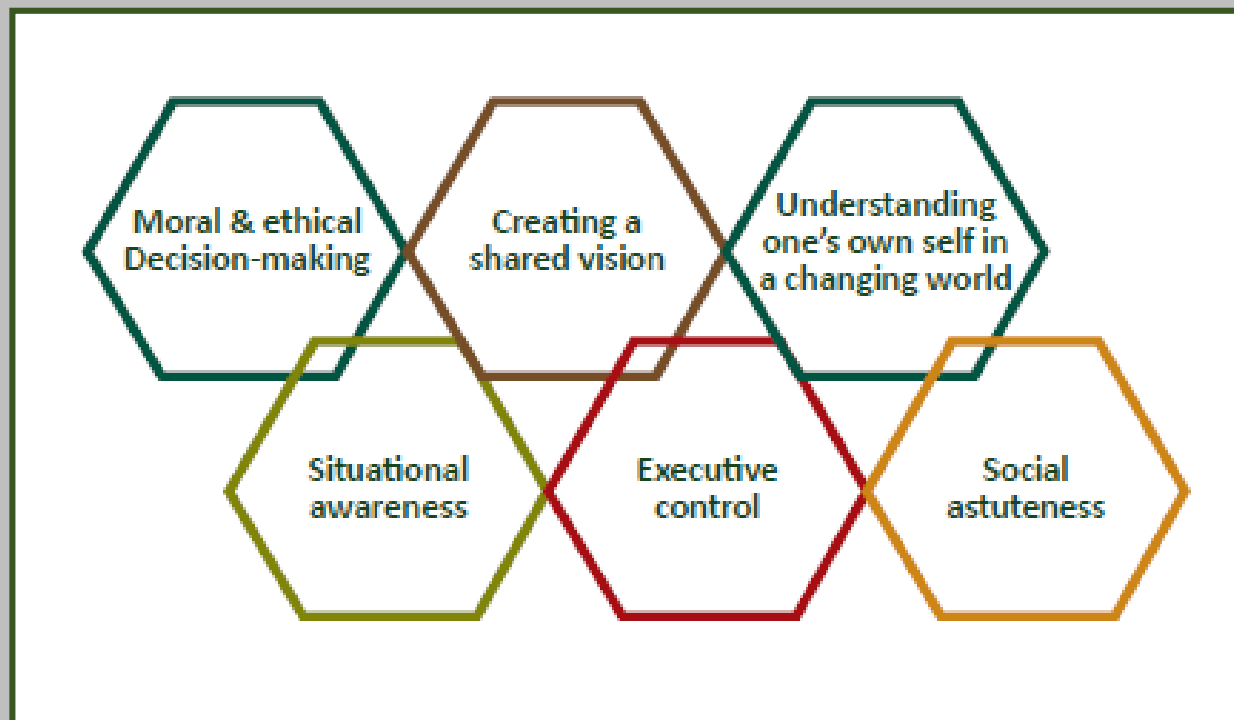






# Neuro-leadership

**Are great leaders/fiduciaries born or made?**



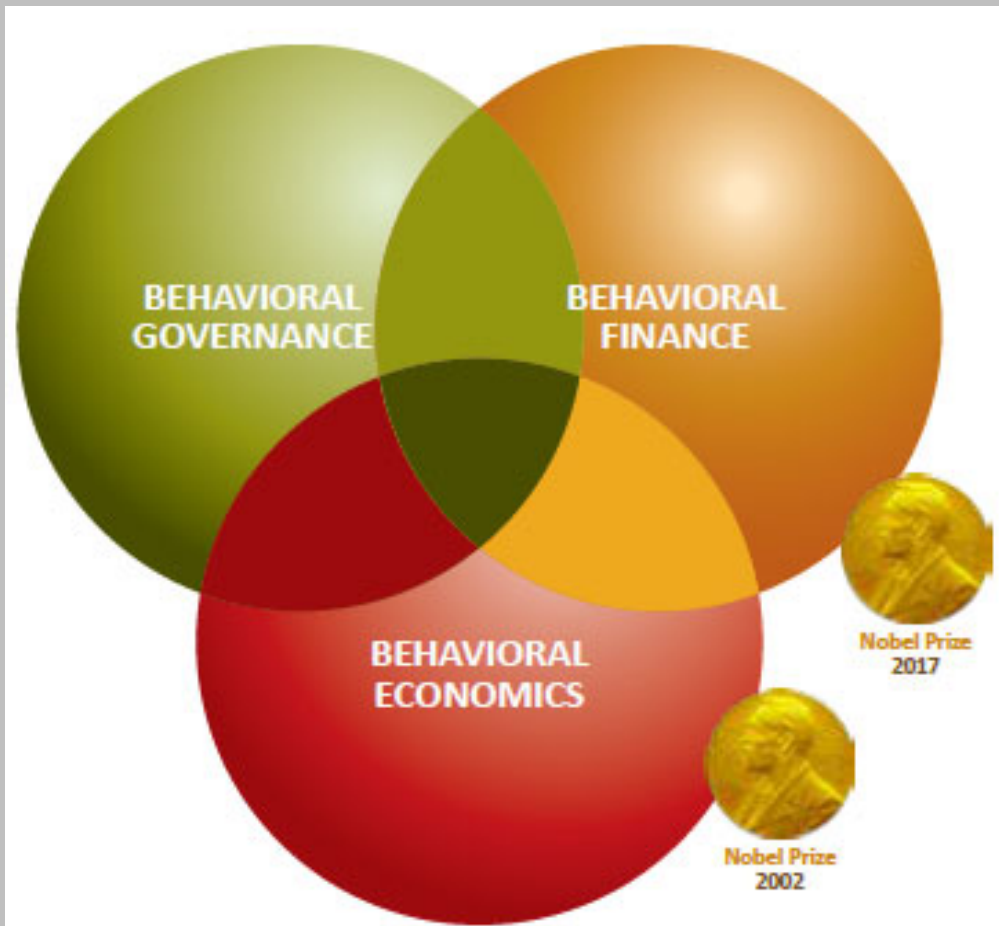
**Behavioral Governance** is a new body of research that studies the interrelationships between **leadership**, **stewardship**, and **governance**.

Behavioral Governance is based on the groundbreaking research in **Neuro-leadership**.

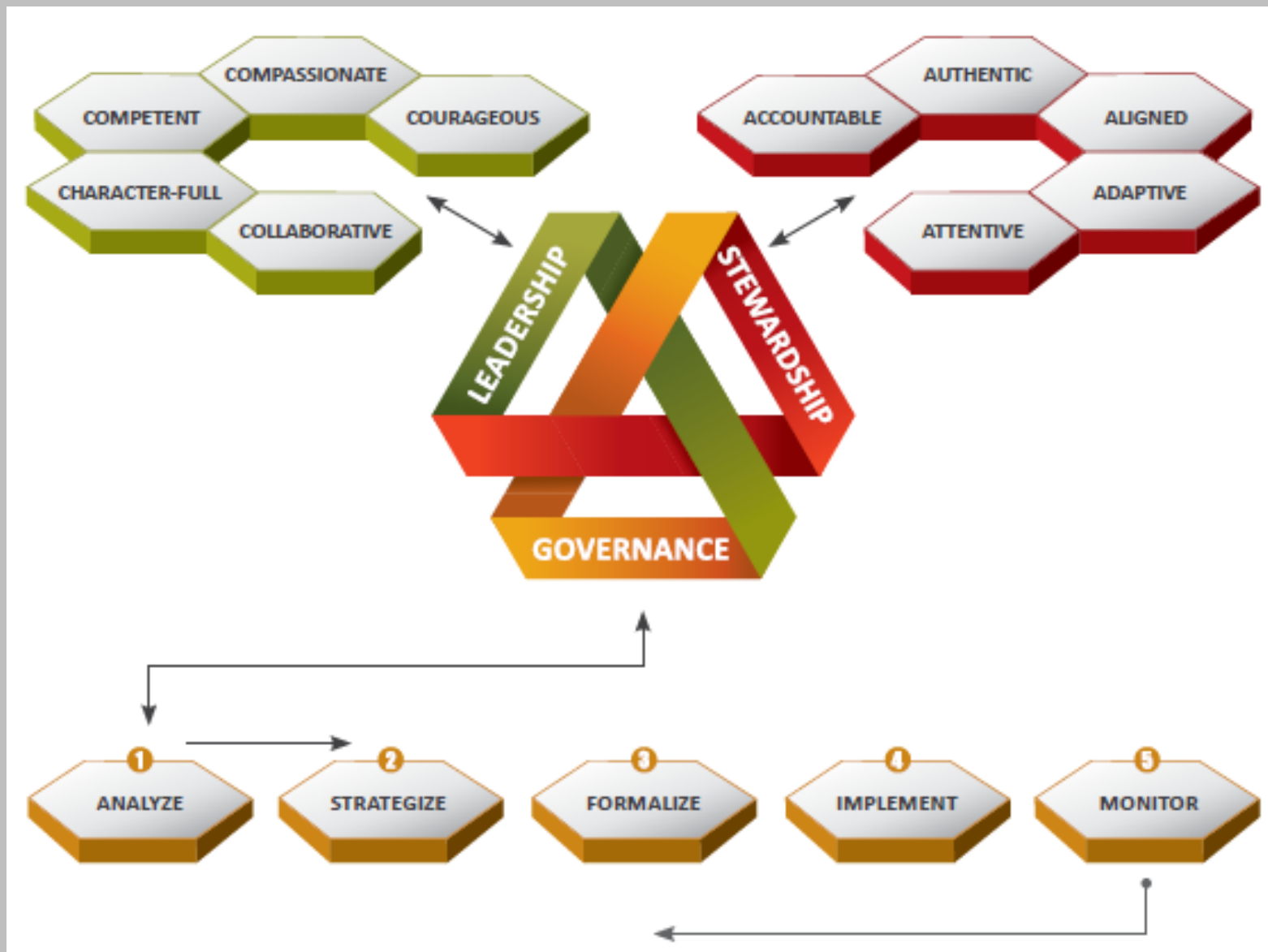
**Leadership** is your capacity to inspire and engage others.

**Stewardship** is the passion and discipline you have to protect the long-term interests of others.

**Governance** is your ability to manage the details of a prudent decision-making process.



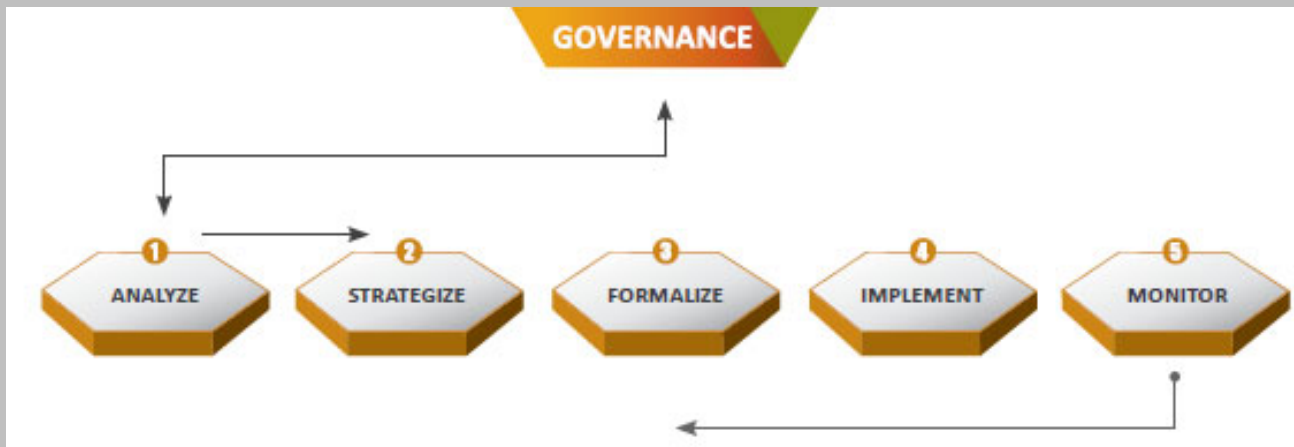
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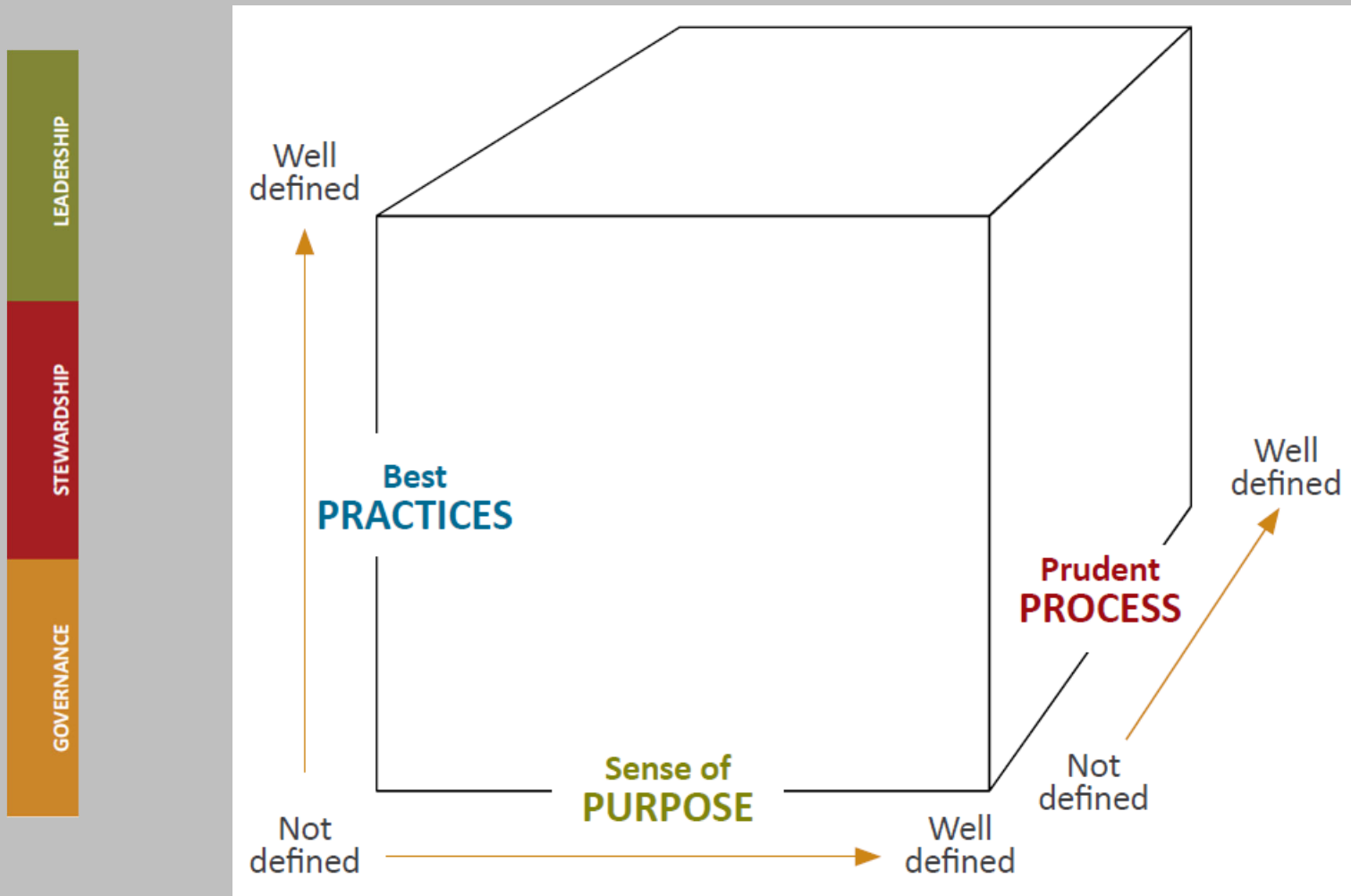
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Top half drives the quality the quality of the bottom half



*A fiduciary is a steward cloaked in a legal shawl.*



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LEADERSHIP

STEWARDSHIP

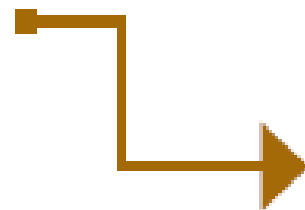
GOVERNANCE

## The Fiduciary Algorithm

Your neurological capacity will **amplify** and **infuse** the quality of your leadership and stewardship behaviors;



Your leadership and stewardship behaviors will **amplify** and **infuse** the quality of your governance; and



Your governance will **amplify** and **infuse** the quality of your fiduciary decision-making.

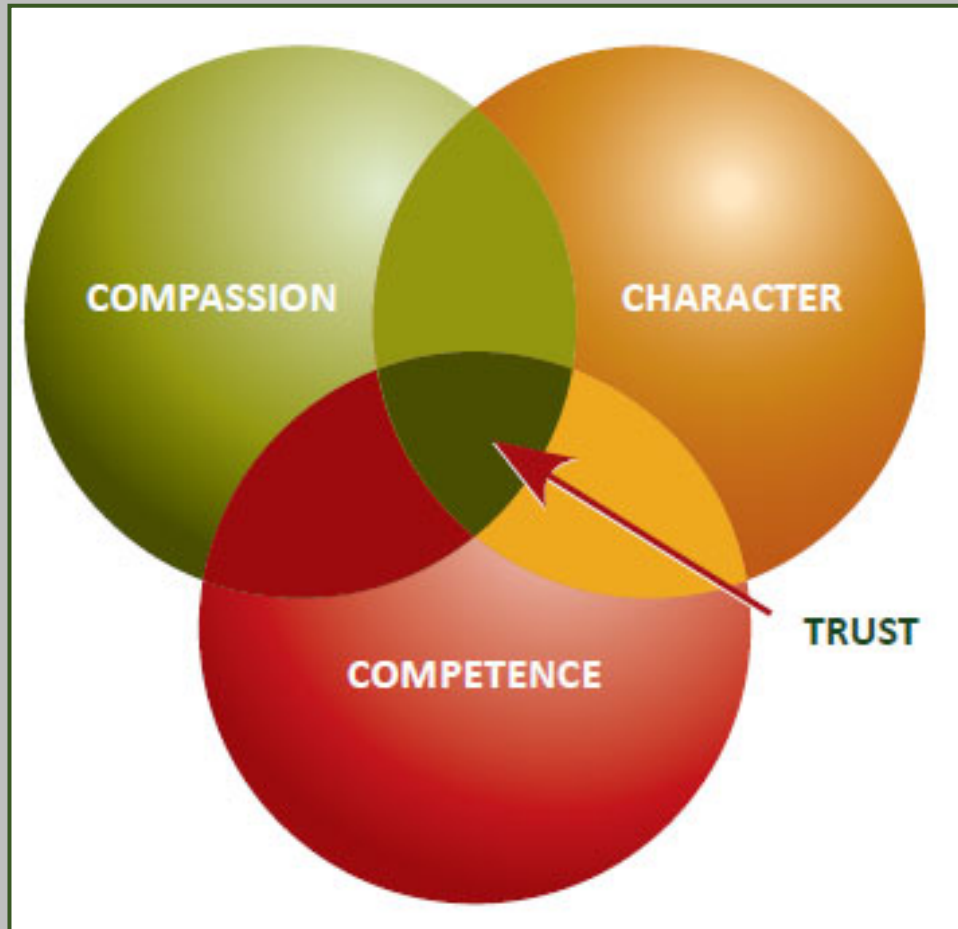
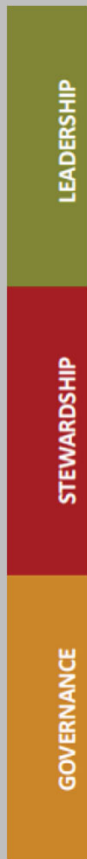


## ***Impact investing...why that's a breach of fiduciary responsibility!***



***No it's not, as long as...***

- 🔺 Your trust documents specify the inclusion of impact investing.***
- 🔺 A reasonable person would deduce from your mission that you're going to incorporate impact investing.***
- 🔺 You can demonstrate your procedural prudence.***



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LEADERSHIP

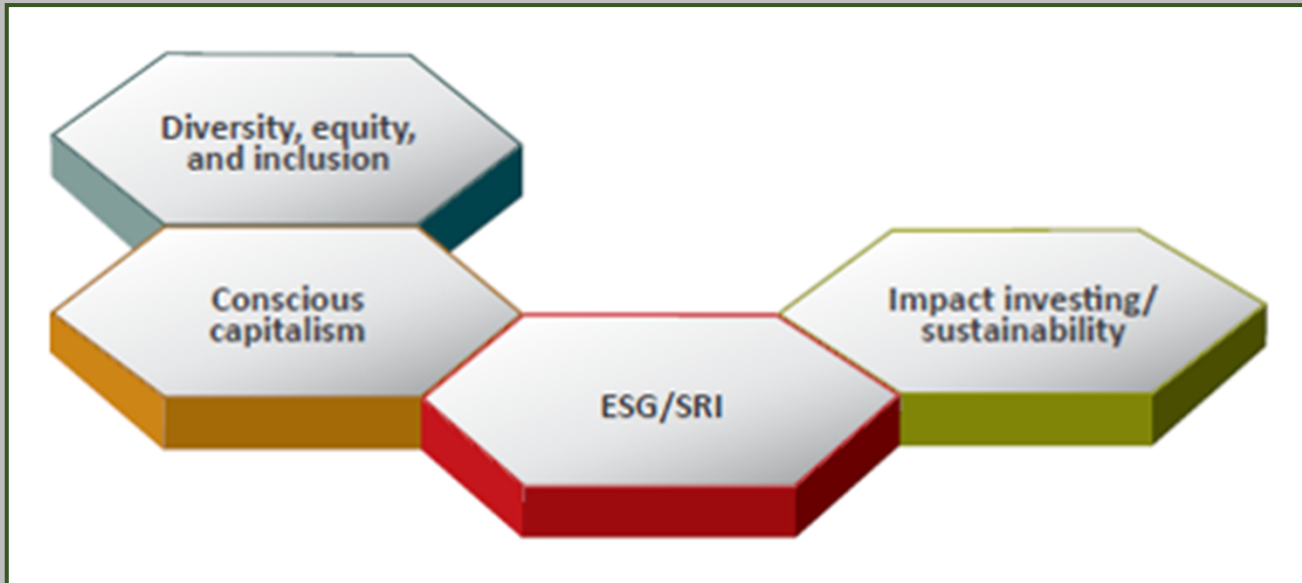
STEWARDSHIP

GOVERNANCE



*If you want to build a ship, don't drum up the men to gather wood, divide the work and give orders. Teach them to yearn for the vast and endless sea.*

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*In order for any worthwhile endeavor to succeed, your actions must flow from a place of integrity and sense of purpose.*



To serve others, to be of some use to family, community, nation, and the world, is one of the main purposes for which human beings have been created.

Do not fill yourself with your own affairs and forget your most important tasks.

True happiness comes only to those who dedicate their lives to the service of others.

- The Sacred Tree

The *Indigenous Fiduciary* is a guide whose sacred duty is to bind traditional values and wisdom to develop leaders and stewards.

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**Don Trone, L5**  
**don@3ethos.com**

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# Practical Ideas

Practical ideas:

1. Behavioral governance training
2. Investment policy statement paragraph
3. Spending policy statement paragraph
4. Board governance and recruiting
5. Leveraging fiduciary best practices



# Resources



## Resources:

- [www.3ethos.com](http://www.3ethos.com)
  - [don@3ethos.com](mailto:don@3ethos.com)
- [www.allodium.com](http://www.allodium.com)
  - [dbromelkamp@allodium.com](mailto:dbromelkamp@allodium.com)
- [www.allodium.com/investment/responsible-investing.html](http://www.allodium.com/investment/responsible-investing.html)
- [www.allodium.com/images/pdf/Alldium-Responsible-Investing-Obstacles-to-Impact.pdf](http://www.allodium.com/images/pdf/Alldium-Responsible-Investing-Obstacles-to-Impact.pdf)

**Summary**

# Summary

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# Thank You!

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# Question and Answer Period

**Q&A**



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