



## CASE STUDY - THE BRIGHTON CENTER

### HOW DO NONPROFITS **BENEFIT** FROM THE NEW REALITY™?

#### CLIENT CHALLENGE

Brighton Center is a large not-for-profit organization based in Newport, Kentucky. Its mission is to create opportunities for individuals and families to reach self-sufficiency through family support services, education and leadership throughout the communities of Northern Kentucky.

Selected to be a non-profit partner for Corporex, Brighton Center was both excited and ready to increase the skills of their staff at all levels to effectively deal with change. Due to the broad range of areas identified for self-sustainability, the decentralized organizational structure and the complex, constantly evolving needs of those that Brighton Center serves, they were eager to strengthen their organizational capacity.

#### VISIONQUEST SOLUTION

Every administrator, director, coordinator and supervisor at Brighton Center went through The New Reality, and many received supplemental training. Selected front-line staff also received The New Reality training because of their potential as role models. Our goal was to teach them more effective ways to communicate, impart accountability, improve customer alignment and strengthen their leadership.

### **GREATER AGILITY, ACCOUNTABILITY AND ADAPTABILITY.**

#### SHARED RESULTS

Armed with the lessons and tools of The New Reality, employees are more accountable for their own jobs and satisfaction. This frees time and energy for supervisors to focus on the particular aspects of the organization that need improvement, namely alignment with the people that Brighton Center serves.

“Operationalizing” The New Reality concepts helps Brighton achieve a much faster response time for performance-related and other issues, while speaking a common language greatly improves communication. Brighton’s supervisors are also able to act quickly to align with their customers, while communicating expectations to staff constantly and clearly.

*“The New Reality has had such a powerful impact on Brighton Center.  
VisionQuest challenges us at every turn to do better.”*

– Wonda Winkler, Associate Operating Officer, Brighton Center