

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.

My work is facilitating processes and soulful healing practices that bring about a re-connection to our inherent, sacred wholeness. I bring a compassionate heart and thoughtful insight to my work, so that our intention, while always unique to what is arising individually and collectively, usually includes coaching and counseling techniques as well as processes that include elements of myth and archetypes, ritual and ceremony, and Soul/shadow work.

Explore

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

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

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.

Social Media Strategies and Online Fundraising

Social Media is still an unknown or poorly used tool in the marketing mix of most companies. And as any tool can be functional, if not used correctly it will not be successful. Is your company ready for social media? 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 that can handle the business

The use of social media has been fundamentally changing the sales and marketing process. It is redefining the way businesses acquire customers, generate leads and manage crises. It creates competitive differentiation and generates customer response. It is always evolving.

...what does this mean to you?

I will help you decide how having a social media presence makes 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.

My expertise in marketing lies in taking complex issue, with lots of information and boiling it down into the essentials, whether it's creating a two-page white paper out of mountains of research or writing a short, inspirational donor profile based on a rambling hour-long interview. I've used these same skills to create highly marketing materials that help any organization, large or small, improve their own communications.

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.

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)
- Web sites
- 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

