



Miracle Messages was on the brink of closing its doors when they engaged with Oyster. With the help of targeted leadership coaching, the nonprofit turned around its work with the homeless and is now thriving, growing and highly respected.

Miracle Messages is a nationally and globally recognized San Francisco based nonprofit that reconnects people experiencing homelessness with their loved ones and with us as their neighbors. They offer various programs and have reconnected over 350 people experiencing homelessness with their loved ones since their formation in 2015. Their work has been featured in national newspapers, globally on TV, radio and in a TED talk.

## **Challenge**

The founder, Kevin Adler, came to us in 2016. Eighteen months in, he was down to his last \$600. Miracle Messages was lacking systems and processes and was on the brink of ceasing to exist even though a handful of successful reunions provided proof they could succeed. Despite the very challenging financial circumstances, Kevin was committed to the vision of ending relational poverty on our streets.

## **Goal**

Kevin recognized the need to grow his broad leadership skills to develop a strong foundation for Miracle Messages so they could scale sustainably. This would involve hiring a team, clarifying the vision and strategies, and building a strong resilient organizational culture to support them.

## **Strategy**

We worked together via an ongoing series of 1:1 and group leadership coaching sessions. The Hogan assessment was used to increase self-awareness and develop a team profile for Kevin and his co-founder Jess Donig. The insights helped them develop an effective, productive working relationship. We introduced numerous tools and concepts including:

- The GOST model to align, vision, goals, strategies and tactics
- Conversational practices to improve communication and shared understanding

- Managing action principles and practices to drive results
- Managing breakdowns and challenging conversations
- Adaptive Leadership cultural attributes

## **Results**

Three years on, Miracle Messages is a thriving and highly effective organization, on their way to fulfilling their vision of ending relational poverty on our streets. They are looked on as a role model for other nonprofit organizations.

- They have a highly successful leadership team of co-founders who are able to navigate breakdowns and learn from them
- They have a strong organization in place utilizing effective repeatable systems and processes
- MM is fully funded and completely sustainable with more than a year's financial runway in the bank
- MM is a regular recipient of prestigious grants and is recognized nationally as a leader in their field
- Kevin received the accolade of being recognized as a Presidential Leadership Scholar
- They have completed more than 350 reunions and growing every week