

## You've gotta have heart: achieving purpose beyond profit in the social sector

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### Abstrak

For organizations in the social sector to be truly effective, they must stay relevant and, above all, stay true to their mission. For the past twenty-six years, Cass Wheeler has ensured that the American Heart Association has fulfilled its calling to save lives and educate the public about heart disease by adopting some of the same strategies used in the for-profit sector. Using examples of some of the most lauded organizations including the American Heart Association, The American Cancer Society, and The Girl Scouts of America, as well as many others, Wheeler reveals the leadership skills that will help employees, volunteers, and board members excel at their jobs, become good role models, and build a more visionary, creative, and disciplined nonprofit organization.