

Session 1:

Building a Strong LEAD Team

Overview

Purpose: During this session, participants will:

- Gain a better understanding of the overarching purpose of LEAD
- Explore ways to gain partners to serve and strengthen the community
- Learn step by step how to implement your LEAD program

Estimated Time to Complete: 2.5 hours

Materials Needed:

- Nametags
- Name tents
- Sign in sheets
- Flip charts
- Markers
- Community Capitals Emblems (cut out and attached to flip chart pages – one on each page)

Handouts:

- Handout 1: Red Light / Green Light
- Handout 2: Promoting Community Vitality and Sustainability: The Community Capitals Framework
- Handout 3: Designing a Win-Win Invitation

Slide 1

Instructions

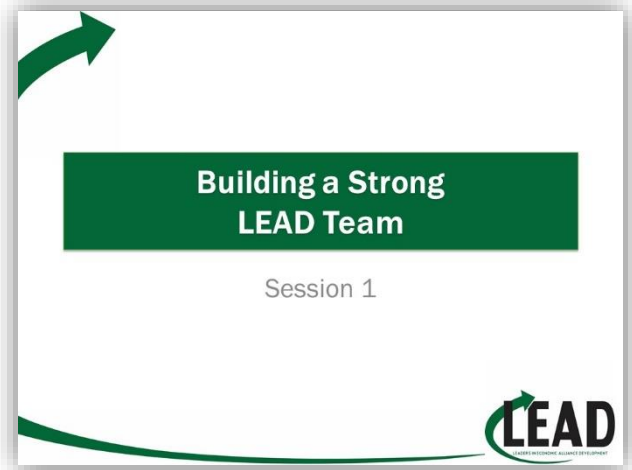
Have this slide up when participants arrive.

Goal: Begin the process of building rapport among the group members.

The participants may not know each other so taking time to facilitate introductions will be important. Feel free to use whatever process you prefer. Here are some suggested approaches to consider:

Ask individuals to introduce themselves to people around them in small groups, then have a spokesperson introduce everyone in the group simply providing name and organization.

Allow time for everyone to introduce him/herself to the full group (name & county).



SLIDE #1

Time: Opening slide, 5 Minutes

Supplies: none

Handouts: none

Slide 2

Instructions

Building off the LEAD Acronym, discuss the purpose of LEAD.

Ultimately, LEAD is an opportunity for the community to bring together a larger set of partners to focus on 1-3 opportunities for action that can serve to strengthen the community/region for future economic growth.

What is LEAD?

Leaders - Focuses on building and strengthening leadership skills in the community

Economic - Concentrates on opportunities to enhance the local economy

Alliance - Fosters the development of new partnerships within the community

Development - Gets things done!

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SLIDE #2

Time: 5 Minutes

Supplies: none

Handouts: none



Slide 3

Instructions

Describe the four basic steps to LEAD.

Part of the work today will be to focus on the first step of identifying members for a strong team.

The team's second task will be to host a civic forum which will help explore the community's interests and concerns.

From these, the community's top opportunities will be identified and a plan of action will be developed to guide future work.

Finally, and most importantly, the team will take action on the plan.

What Are the Steps of LEAD

- Identify members for a strong team
- Explore the community's interests and concerns
- Generate a plan of action to pursue at least one opportunity
- Take action to accomplish the plan

SLIDE #3

Time: 5 Minutes

Supplies: none

Handouts: none



Slide 4

Instructions

Discuss the LEAD process with the team, examining the steps and associated purposes (outcomes). The timeline will be determined by the team. Time is allowed at the close of this session to determine dates.

Process and Purposes

Session	Purpose
Session One	Identify Team Members
Session Two	Orient New Partners & Plan for the Civic Forum
Civic Forum	Determine Opportunities to Pursue
Session Three	Create an Implementation Plan
Implement!	Continue Regular Meeting Schedule to Ensure Progress

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SLIDE #4

Time: 5 Minutes

Supplies: none

Handouts: none



Slide 5

Instructions

Read through the outline of this session.

In This Session We Will:

- Consider the composition of the LEAD team
- Develop a list of potential partners
- Create a call to action




SLIDE #5

Time: 5 Minutes

Supplies: none

Handouts: none



Slide 6

Instructions

Exploring the reasons people are inspired to join an organization and contribute their skills, energy and time is an important consideration. Most people have been part of a group only to have later lost some interest or even quit the organization. Some common themes usually emerge when exploring reasons why people join groups and reasons why they leave. This slide and the next, along with Handout One, will help the participants think about the good and the bad aspects of being part of a group and about incorporating the good features while avoiding pitfalls that can discourage sustained involvement in the group's efforts. Keep this activity upbeat and moving quickly.

Using Handout One, ask participants to quickly list organizations or groups to which they currently belong in the top left box. These can span across professional, social, or any other aspect of their lives.

Once people have had a few minutes to complete that box, ask them to move to the bottom box on the left. Ask them to list organizations or groups of which they were formerly members but no longer participate. (Two clicks of the mouse will bring up the second topic and graphic.)



Green Light/Red Light

- Organizations to which you currently belong
- Organizations of which you once were a member

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SLIDE #6

Time: 5 Minutes

Supplies: none

Handout 1: Red Light / Green Light

Slide 7

Instructions

Moving to the right side of Handout One, ask participants to consider their lists in the top left box (current organizations) and list reasons they are participating in the top right box. Why is participation in this group important to you?

After a few moments, ask them to consider the list in the bottom left box and list reasons (bottom right box) they left. (Use mouse clicks to bring up second question.)

After completing Handout One, ask participants to quickly share some of the reasons they joined groups and reasons they left. Avoid storytelling at this point. The purpose is to get to the reason in search of themes. Record responses on two separate flip charts. Once you have these responses, ask the group to consider common themes that can be applied to their work as a team to promote involvement. For instance, some frequent responses to this exercise include such themes as time commitments, relevance to own interests, group dynamics, etc. Ask the group how these themes can guide their efforts to keep their team active and vibrant. (Mouse click will bring the question to the slide).



Why?

- Why have you stayed involved?
- Why did you leave?

How can we apply these lessons to our partnership?

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SLIDE #7

Time: 10 Minutes

Supplies: Flipchart & Markers

Handout 1: Red Light / Green Light

Slide 8

Instructions

Working together, the LEAD Team will aim toward these four goals (see slide):

Build and expand relationships that may help strengthen the economic development efforts.

Explore ways to build the economy through expanded partnerships. In today's economy, successful communities/regions use the strengths of innovative partners to strengthen economic efforts.

Establish a plan of action on a small set (possibly only one) opportunity that can pave the way for future economic growth.

Implement the plan – many plans fall short of this final step. However, by selecting a small, focal point for the work, the team can generate positive movement.



Goals of the LEAD Team

- Build and expand relationships
- Explore ways to build the economy through expanded partnerships
- Establish a plan of action
- *Implement*

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SLIDE #8

Time: 5 Minutes

Supplies: none

Handouts: none

Slide 9

Instructions

Building a strong, diverse team early is key to the success of the LEAD effort. This slide transitions to a discussion of who should be on the team.



SLIDE #9

Time: 1 Minute

Supplies: none

Handouts: none

Slide 10

Instructions

Use the Community Capitals Framework to help the participants to identify future partners that span the community/region.

The diagram depicts the seven components: **Natural, Cultural, Human, Social, Political, Financial and Built.** Strong and resilient regions are ones that have worked to build and sustain these seven community capitals.

Distribute the handout titled, 'Promoting Vitality and Sustainability: The Community Capitals Framework' and have participants follow along as you briefly discuss the different capitals. (Draw attention to page 5 of the document). The article provides participants with more detailed information on each capital, including examples of each type.

Briefly define the capitals and ensure that all have a good understanding before moving forward.

Once the capitals are reviewed, guide the group toward identifying organizations and/or individuals that represent the various capitals in the community. The process is described below:

Using 7 sheets of flip chart paper, label each page with one of the capitals. Spread these around the room, perhaps using wall space or tables. Then, divide the group into smaller teams of at least 2 people. Position each smaller group at one of the chart papers. Ask each small team to focus on the capital to which they were assigned and to write down any groups, organizations, or individuals from the community that can help strengthen that capital. After about five minutes, have teams rotate clockwise to the next capital and continue adding to the list. Continue the process until all groups have rotated to all charts.



SLIDE #10

Time: 45 Minutes

Supplies: Flipchart Pages with Community Capitals Emblems attached, one for each of the capitals, markers

Handout 2: Promoting Community Vitality and Sustainability: The Community Capitals Framework

Slide 11

Instructions

This diagram shows how to create a “win-win” partnership that forms the foundation for getting others involved.

Using the flip chart lists generated in the previous exercise and Handout 3, have the group identify the elements of the win-win partnership.

For each person/group identified, determine what they would gain from participating in planning and what the planning team would gain from their participation.

If the group is large enough and/or the flip chart list is long, consider dividing the group to let them work on different parts of the list, perhaps dividing out by capitals.

Then, either have a few volunteers role play an invitation to a potential partner on the list. OR divide the group into pairs and have each pair role play an invitation.

Once participants are able to walk through these steps, ask for volunteers to contact each of the identified potential partners to invite them to the next meeting. Record the volunteers' names beside the individuals.

Accountability is important throughout this process.



SLIDE #11

Time: 30 Minutes

Supplies: none

Handout 3: Designing a Win-Win Invitation

Slide 12

Instructions

The final discussion is about how to make the contact.

In our busy worlds, a quick email or a stack of flyers in envelopes may be quick, but ask the group to consider which approaches are more likely to get to “yes” and why? While the responses will vary given relationships among the inviter and invitee, in general, the more personal the invitation, the more likely the person will respond with a “yes.”



SLIDE #12

Time: 5 Minutes

Supplies: none

Handouts: none

Slide 13

Instructions

This slide provides an overview of next steps. The "Process and Purposes" slide is copied in the next slide with space to add in a timeline. Make sure the group is clear on the next meeting date/time. The invitations to new potential partners should be to join that meeting. During that time, the LEAD team will be planning the civic forum and will need all partners at the table for that important step.



SLIDE #13

Time: 5 Minutes

Supplies: none

Handouts: none



Slide 14

Instructions

Use this slide to draft a timeline for the process.

Process and Purposes

Session	Purpose	Timeline
Session One	Identify Team Members	Today
Session Two	Orient New Partners & Plan for the Civic Forum	
Civic Forum	Determine Opportunities to Pursue	
Session Three	Create an Implementation Plan	
Implement!	Continue Regular Meeting Schedule to Ensure Progress	

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SLIDE #14

Time: 5 Minutes

Supplies: none

Handouts: none



Slide 15

Instructions

Insert your state logos and coaches' contact information on this slide.



SLIDE #15

Time:

Supplies: none

Handouts: none

