

# **Student Leadership Workbook**

# Table of Contents

## Module 1 Learn to Develop Self-Awareness

### Lesson A: Understand the Story of Your Life

- Activity: My Lifeline

### Lesson B: Grow Yourself

- Activity: The 3x5 Card Exercise
- Activity: Three Big Questions

## Module 2 How to Work With a Team

### Lesson A: Build Trust with Teammates

- Class Activity: Trust Discussion
- Activity: Team Building Game

### Lesson B: Get to Know Your team

- Activity: Get to Know Your Team

## Module 3 Identify the Problem You Want to Solve

### Lesson A: Brainstorm Problems in Your School or community

- Activity: Brainstorm Problems

### Lesson B: Select and Research a Problem to Solve

- Activity: Team Discusses Problems
- Team Activity: Select Problem for Challenge Project
- Activity: Build Know-How

## Module 4 Determine Your Big Goal

### Lesson A: Determine Your Big Goal

- Activity: Consider Your Big Goal as an Individual
- Team Activity: Finalize Your Big Goal as a Team

### Lesson B: Generate Project Ideas and Project Development

- Activity: Project Ideas
- Team Activity: Collaborate on Your Ideas

### Lesson C: Make Your Goal S.M.A.R.T.

- Team Activity: SMART chart

## Module 5 Create Your Action Plan

### Lesson A: Create an Action Plan

- Team Activity: Create an Action Plan Worksheet
- Team Activity: Define Team Roles
- Activity: Define and Examine Your Role

### Lesson B: Identify Potential Barriers

- Activity: Anticipate Hurdles
- Team Activity: How We Win Together

### Lesson C: Create a People Map and Assign Team Roles

- Team Activity: Create a People Map
- Activity: People Map Self Reflection

## **Module 6** Launch Your Project

### **Lesson A: Create Your Launch Campaign**

- Team Activity: Create an Ad for your Project
- Team Activity: Create a Launch Campaign

### **Lesson B: Implement and Document Your Project**

- Team Activity: Project Implementation Worksheet
- Team Activity: Document Your Project

## **Module 7** Reflect on Your Project

### **Lesson A: Measure Success**

- Activity: Measure Success
- Activity: Revisit Your Barriers

## **Module 8** Create a Proposal

### **Lesson A: Why a Proposal is Critical to Getting Buy In**

- Team Activity: Proposal Ideas Worksheet

### **Lesson B: Create Your Proposal**

- Team Activity: Create Your Proposal

# Module 1

## Learn to Develop Self-Awareness



1.A.1

### My Lifeline

#### Directions

##### 1. Pick key events and experiences in your life.

Examples include victories achieved, challenges faced, fears overcome, stands taken, and lessons learned.

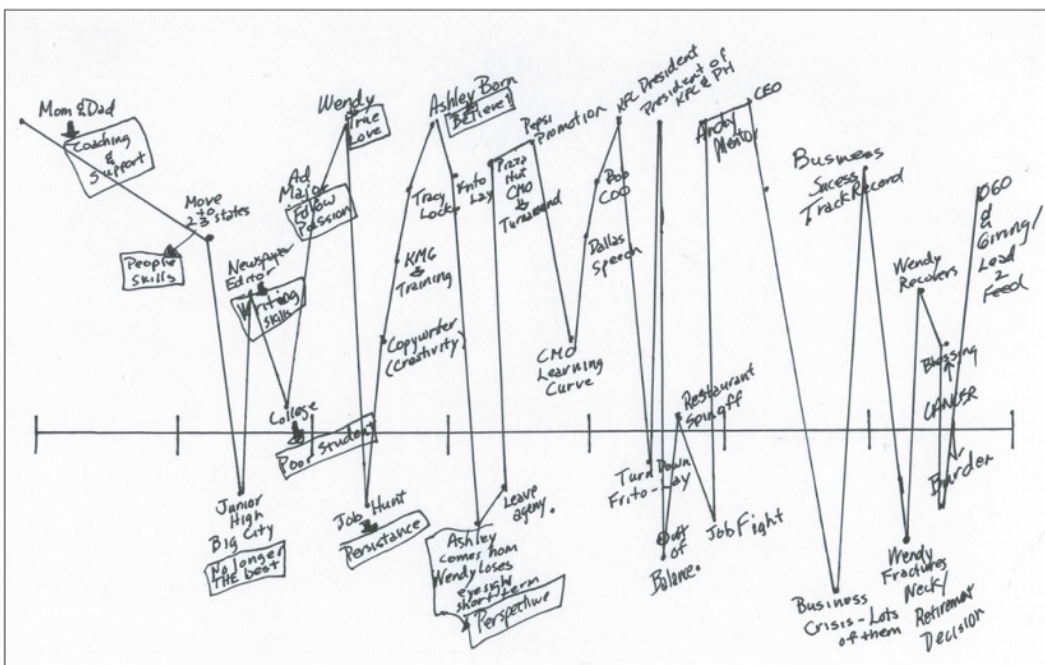
- You get to choose the experiences that have shaped you. It could be anything— achieving a goal, making a new friend, receiving an award, traveling with your family, moving to a new school, losing a pet, completing a project, joining a team, losing a championship or graduating to the next level.

##### 2. Place these events on your Lifeline in the order in which they happened,

- Put happy or good things above the line and sad or bad things below the line. Place them higher or lower to show how you felt about them at the time. You are shaped from both the highs and lows in your life. An experience that made you very happy should be higher on your Lifeline, while something that was sad should be lower.

##### 3. Connect the dots.

- When you are finished, draw a line that connects the events by the date they happened. Add notes or pictures to make it more personal.

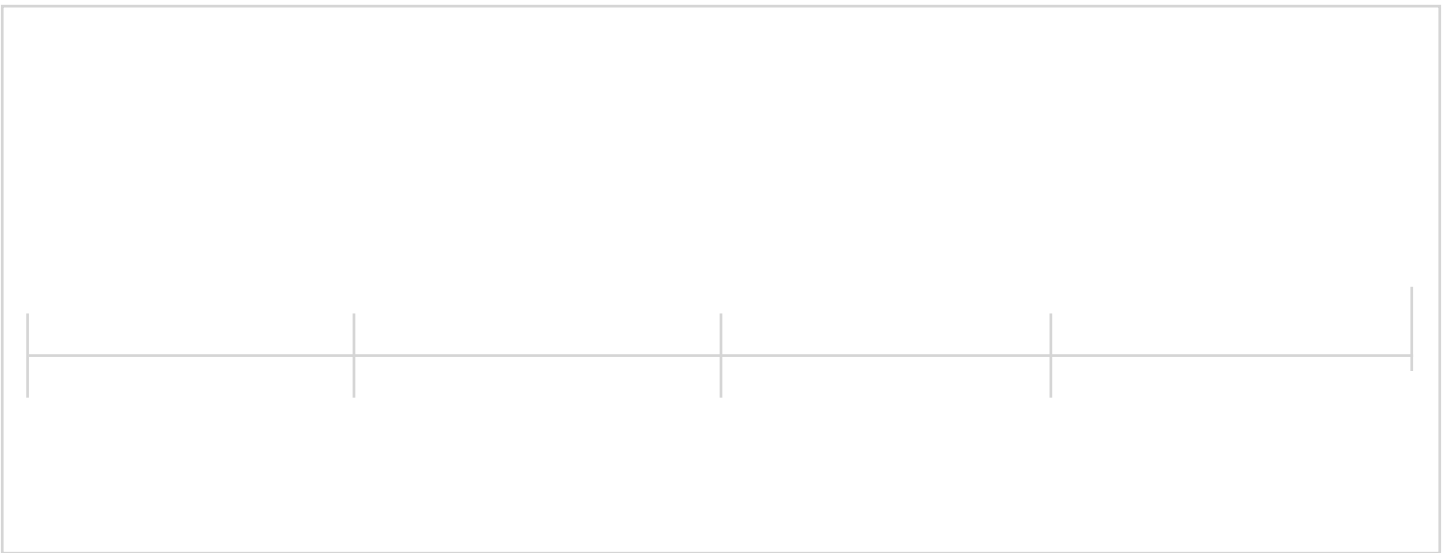


This is David Novak's 'My Lifeline' exercise. You saw David in the video in this module. He's the Co-Founder and retired CEO of Yum! Brands — the parent company to Taco Bell, Pizza Hut and KFC. David grew that business to be worth \$32 Billion Dollars and he uses the leadership lessons he learned along the way to teach you the power of leadership in this Course.

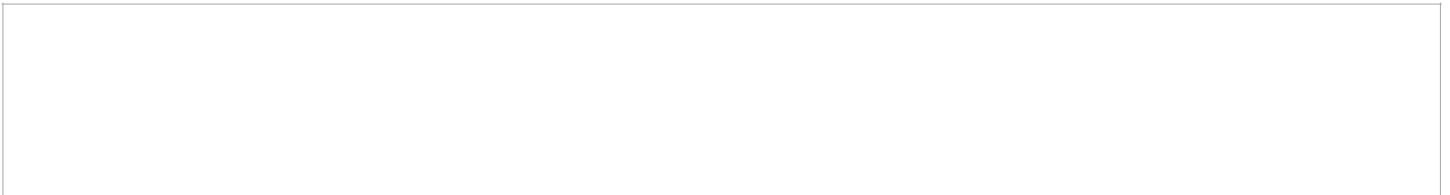
# My Lifeline

## 1. List key events in your life.

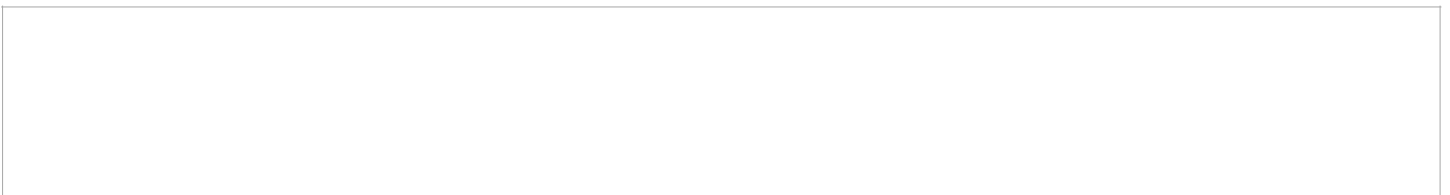

## 2. Draw your lifeline.



**Q** What are three specific things you learned about yourself?



**Q** What experiences have shaped you the most as a person? Explain.





1.B.1

## The 3x5 Card Exercise

### Directions

Identifying qualities and characteristics that describe who you are today and using that knowledge to define who you want to become in the future will help you identify areas for personal growth and improvement. Leaders are always reflecting on their strengths and working to grow those characteristics to move forward in their journey.

Use the activity in your Student Workbook or a 3x5 index card and create a chart like the one below. On the left side of the index card, write 4 or 5 words that describe you, such as strengths you possess. For each word or phrase, write down on the right side of the card a way to be even better in the future.

#### 1. What am I today?

What are five words or phrases that people would use to describe you? (Be honest)

#### 2. How can I be even better tomorrow?

For each word/phrase, write a way you can be better in the future (How can you use your strengths even more? How can you improve the areas where you are weak?).

What am I today?	How can I be even better tomorrow?

*Example: David Novak's reflections*

What am I today?	How can I be even better tomorrow?
<i>Passionate/Convicted</i>	<i>Don't overwhelm/intimidate others</i>
<i>Creative</i>	<i>Stay focused until job is done!</i>
<i>Instinctive</i>	<i>Balance with facts/process and discipline</i>
<i>Driven for results</i>	<i>Instill even more urgency—So what? Now what?</i>
<i>Striving for balance</i>	<i>More time at home, stay in shape</i>



1.B.2

## Three Big Questions

### Directions

Think about the key events that have influenced who you are today and about the specific ways you can become even better tomorrow. It's time to make big things happen in your life.

Read the three big questions below and record your thoughts. Asking these questions will help you set BIG goals, and the first job of a successful leader is to have a good idea of where you want to lead people.

**Q What's the single biggest thing you can imagine that will help you grow or to change your life?**

**Q Who do you need to affect, influence, or take with you to be successful?**

**Q What perceptions, habits, or beliefs do you need to build, change, or reinforce to reach your goals?**

# Module 2

## How to Work With a Team



2.A.1

### Trust Discussion

**Read the following about building trust.**

Discuss the questions together as a class.

**T**

**Take into account** that the vast majority of people want to contribute. Seek out those people. Know that people want to contribute!

**R**

**Realize** that the most successful teams make sure every member feels valued. When everyone has a chance to contribute and share their talent and abilities, the team is successful. Demonstrate that everyone counts!

**U**

**Understand** that the best way to show people you trust their abilities and intentions is to share what you know with them. The more they know, the more they care. Share what you know!

**S**

**Seek** to find out more about who people are and what they think. Ask questions such as, “What would you do if you were me?” Ask questions to promote insight!

**T**

**Take action** and show team members that you are thinking about who they are and what they want to contribute. This is a great way to show your team members that you are really listening to them and considering their contributions and ideas. Take responsive action!

### Discussion Questions

**Q** What are three things you can specifically do to build trust with your team?

**Q** Why is it important to build trust with your team before starting your Lead4Change project?





2.B.1

## Get To Know Your Team

### Directions

Sit in a circle with your team. Take turns sharing information about yourself with your team from the 'My Lifeline' and '3x5 Card' Activities from Module One.

**Respond to the following questions.**

**Q What is one key experience you included on your 'My Lifeline'? What makes that experience important to you?**

**Q Refer to the GROW YOURSELF activity from earlier: Who are you today? What are some skills (listening, organizing, planning ahead, communicating, etc) you can bring to the team?**

**Q What is one thing you think your team should know about you that most people do not know?**

**Q What is one thing you want to learn or improve as you complete your Lead4Change Project with your team?**

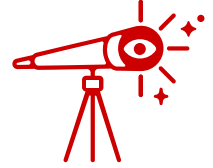
**Q What are the strengths of your team members that will assist your team in accomplishing big things?**

### Note:

When you have your team members, share contact information with each other (phone numbers and email addresses).

## Module 3

# Identify the Problem You Want to Solve



3.A.1

## Brainstorm Problems

Great Leaders solve real problems for others. They have to be avid learners, always curious to find how the pain points others are experiencing and then have the right framework to create real change.

This Leadership Curriculum is not only teaching you how to lead but giving you the opportunity to practice it by creating a service project that solves a real problem in your school or community. Not only that, but after you complete your service project, you can submit your project to Lead4Change and pitch us why we should put money behind your ideas – up to \$10,000. That's right, put in the work and you could find us funding your very own idea and helping to create impact through your service project. The money can go directly to a non-profit that you might work with or serve or directly to your school.

So let's start with identifying an issue worthy of solving.

What is the problem?	Why does it matter?	Suggested solutions?
What do people need to know about this problem?	Why is this problem important?	What are people already doing to improve this problem?
Who is affected by this problem?	Why should someone care about this topic?	What other solutions are people planning to use in the future to address the problem?
What impact has this problem already had on your school or community?		

### Issue #1

--	--	--

### Issue #2

--	--	--

### Issue #3

--	--	--



3.B.1

## Select Problem For Your Project

In this activity you will be selecting a problem that your team will address with your Lead4Change project. Some examples may include student activism issues such as bullying or school safety. Answer the questions below to help you refine your research, select a problem with your team, and develop a list of people and things that will aid your team in finding more information to make your project successful.

**Q What does all of this information mean to you and your team?**

**Q How can you use this information to help decide where to focus your efforts?**

**Q Who might benefit from your help?**

**Q What is the problem you would most like to work on with your team?**

### Reach Consensus:

What is *consensus*? It's when a group reaches a general agreement. Most teams must work together often to reach consensus when faced with a variety of issues.

**Discuss** your answer to the last question with your team. Work together to reach consensus, or general agreement. Select one topic you can all agree on that you would like to work on for your Lead4Change Project. Consider making a list of everyone's top choice and then voting in order to select one issue.

**The problem we have selected is:**



3.B.2

## Build Know-How

### Directions

**Discuss your findings with your team. Give team members the opportunity to share their findings. Insert additional information on your chart as team members share.**

Answer the questions below to help you refine your research, select a problem with your team, and develop a list of people and things that will aid your team in finding more information to make your project successful.

**Spend time researching your selected problem.** This may include internet research and talking to people and leaders related to the problem.

3

**Who are three people** I know who have some knowledge that will help me with my Lead4Change project? When and where can I connect with them to gain additional know-how?

1

2

3

2

**What are two things** I can start doing today that will help my team and me build know-how about the problem we selected?

1

2

1

**What is one thing** I can do to be sure I am listening to the thoughts and ideas of others?

1

# Module 4

## Determine Your Big Goal



4.A.1

### Consider Your Big Goal as an Individual

**Student Response - Complete Independently**

**Q** What is the impact or positive change that you want to accomplish with the team service project?

**Q** What's the single biggest thing you can imagine that your team can do to address the problem you selected?

**Q** Describe the outcome you envision if you accomplish your Big Goal. As you write it down, ask yourself: Am I thinking big enough? Does this challenge excite me? Does it make me a little nervous? Would my peers think it's not just a goal, but a Big Goal?



4.A.2

## Finalize Your Big Goal as a Team

### Student Response - Decide as a Team

#### Our Big Goal

### Sample Response

#### Our Big Goal

*To feed 1,000 people in our community who are going hungry.*

#### Tip

Add numbers to your big goal as a way to quantify the outcome. (e.g. collect 100 bags of dog food, 40 attendees at our class, make 20 packs of supplies)

When the Lead4Change Team reviews Projects, they pay attention to how audacious a goal was. Aim at making Big Impact!



4.B.1

## Project Ideas Worksheet

### Directions

**Make a list of at least 10 project ideas that are big, but possible.**

You can use your team research, personal experiences or reliable news sources as inspiration for ideas.

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

### Tip

Decide which projects will help the team reach the BIG GOAL especially if the entire team is working virtually.



4.B.2

## Collaborate on Your Ideas

### Directions

You've brainstormed (at least) 10 ideas and now it's time to narrow it down. Every great leader has focus. Work with your team to identify the project that will best help you achieve your big goal. If you think you might need two or three projects, that's ok! Just be mindful that you don't bite off more than you can chew.

**#1 Project Idea: This is the Project we will execute and will best help us reach our goal. Describe it in detail.**

**Secondary Project Idea (Optional)**

**Third Project Idea (Optional)**





4.C.1

## SMART Chart

### Team Activity

### Your Big Goal

### Your Project Idea

**S**

#### **Specific.** What exactly do you want to do?

Example: Paint the school's five outdoor benches by the front walkway. By doing this, we will provide a happy and welcoming atmosphere for all who enter.

**M**

#### **Measurable.** How will you know when you reached your goal? Can you track your progress?

Example: Benches will be sanded and painted.

**A**

#### **Achievable.** Is this goal achievable and will it be worth your time to complete?

Example: Yes. These benches are an eyesore and used continuously. They are seen by all. We will need to get 6 gallons of paint donated.

**R**

#### **Realistic.** Does everyone believe this goal can be achieved?

Example: Yes. Our team and the entire class thinks it is a fantastic idea and always waited for "someone else" to do it. Our team can safely complete all parts of the process.

**T**

#### **Time-Sensitive.** What is the exact date your goal will be completed?

Example: We need to finish by November 10, before the bad weather begins.

# Module 5

## Create Your Action Plan



5.A.1

### Create an Action Plan Worksheet

#### Directions

Think about the tasks that are needed to complete your project, who will perform those tasks and what unique skills you can offer to the team. Work with your team and create a list of tasks to complete.

#### Part 1

1. In the first column, as a group, list all of the tasks, activities, and 'parts' of the project you need to accomplish to meet your Big Goal. (Refer to previous lessons, so you do not leave anything out.)

2. Use a calendar to work backwards from your end point to create the other due dates and starting step.

Task To Do	Deadline (Due Date)	Starting-Steps/How to Accomplish



5.A.2

## Define Team Roles

### Directions

A successful team member has to know their strengths and weaknesses and be able to identify the ways to serve the team and help everyone reach their big goal. Use the chart below to help identify what everyone will do based on their likes and strengths.

### Part 2

1. You may have noticed that different people on your team have different interests and skills. Think about who is interested in contributing to or leading different tasks.

2. Refer to the above tasks and discuss what role each team member will fill to complete your team's action plan.

Use the chart below to define and explain each role. Circle the tasks that are yours and use the chart below to have a list of everyone's role.

Team Member	Role	Explanation of Duties (Summary of tasks in previous chart)

Once you have worked with your team to define individual roles, think about your tasks and how you feel about them.



5.A.3

## Define and Examine Your Role

### Directions

Respond to the questions below and be prepared to share your responses with your team members.

**Q Define and explain your role(s) on the team. How do you feel about your role(s) on your team?**

**Q Do you think you will be able to use your skills and interests to help the team complete your Lead4Change project? Would you like to change and adjust your role?**



5.B.1

## Anticipate Hurdles

### Directions

In the table below, write down the predicted obstacle and how you plan to address it.

Predicted Obstacle/Hurdle	How to Overcome
Example: We cannot leave a collection box in the front entry.	Ask if we can come early and sit with the collection box as people arrive, then store it in our teacher's room.



5.B.2

## How We Win Together

### Directions

What is your vision for how your team will operate and interact with one another? This is your “How We Win Together” statement. It means, if this statement is true, you will surely find success!

### Success Means:



5.C.1

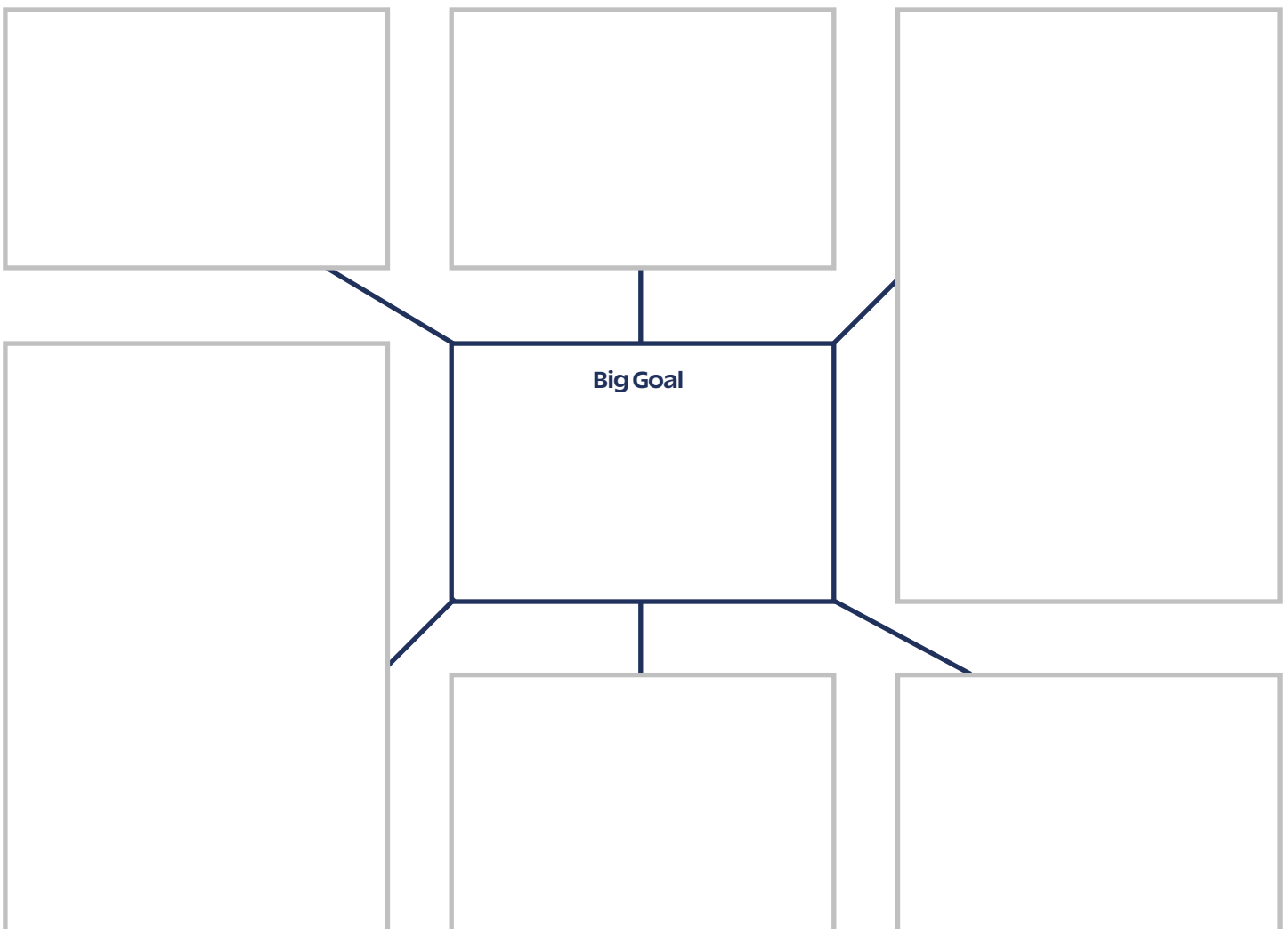
## Create a People Map

### Directions

Now that you have identified your Big Goal and selected your project, think about who you will need to take with you in order to achieve that goal. Work with your team to complete your People Map.

1. Write your Big Goal in the center of the People Map.
2. In the rectangles surrounding your Big Goal, write the groups and individuals you will need to bring with you.
  - Think broadly about who to include on your People Map. (For example: local non-profit organizations, teachers in your school, parents, other friends, other groups in your school, etc.)
  - Add more boxes as needed. Many of these people are your key stakeholders, others will be listed because they will help get the project completed.
  - ♦ Print this page to use the space below or use a separate sheet of paper

### People Map





5.C.2

## People Map Self-Reflection

### Directions

Achieving your Big Goal is a living and growing process – you will always be thinking of new ideas and people to take with you.

**Q Why is it important to take people with you as you set out to achieve your Big Goal?**

**Q How can you remain open to new ideas and people to work with?**



# Module 6

## Launch Your Project



6.A.1

### Create an Ad for Your Project

#### Directions

Create an ad, social media post, speech, etc. for your service project. The most effective are generally simple, concise and memorable. Think Just Do It from Nike and Think Differently from Apple. Remember that people will give you a very small window of time to get their attention. According to a global marketing organization, people will give you 6-1/2 seconds (on average) to capture their attention. Be creative and bold. You want to draw attention to your service project.

#### 1. With your team members, brainstorm ideas for a headline, sometimes called a “hook,” to get the attention of your target audience.

- Could the “hook” be an image? Have a team member take notes to capture your ideas. To guide your discussion think about:
  - ◆ Action words that capture your project goal
  - ◆ Your target audience (What words would draw their attention?)
  - ◆ Time: 6-1/2 seconds (approximately 25 words)

#### 2. Write your headline/hook by using the ideas your team generated.

- Use these questions to help create the message.
  - ◆ What problem are you trying to solve?
  - ◆ What is your proposed solution?
  - ◆ What is your “call to action;” that is, what do you want the reader or listener to do?
  - ◆ Add your team logo to brand your ad. Refer to your work on branding from earlier lessons.

#### 3. Branding is simply a way of using words or a symbol to give immediate recognition to your project. Think about logos you see and recognize immediately the product or organization they reference.

#### 4. Share the sketch with other teams to get their reactions and comments.

- Listen and watch their reactions. Remember they are a segment of the public you want to reach. How they react and what they say will give you an early insight into how the broader public may react.

#### 5. Edit and finalize.

- Use a separate sheet of paper.
- If drawn separately, take a picture and attach it to this lesson or place it into your digital team folder.



6.A.2

## Create a Launch Campaign

### Directions

Launch and go public with your service project. Think about how to get your message out to the largest community. If you have a media resource person at your school, you may want to talk with them about ideas for getting your message out.

- **SOCIAL** – Facebook, Instagram, Twitter (Consider a podcast to explain the what and why of your project or a blog to keep your followers updated)
- **PRINT** – School and local newspaper
- **LOCAL** – TV and radio stations
- **BULLETIN BOARDS** – School or community

### 1. List the strategies available for you to launch.

Remember that you and your team members are great ads for your service project. Ask for a few minutes before each of your classes to tell other students about your project. Tell your parents and other family members. Your enthusiasm will generate interest.

### 2. Launch

What strategies did you use and why?

### 3. Debrief with your team on the outcomes from your ad launch.

Strategies that worked well in getting the information out to the public. Did some work better with different segments of your target audience?

### Problems encountered during launching.

### Solutions to overcome those problems.



6.B.1

## Project Implementation Worksheet

### Directions

With your team use the resources developed in this and previous lessons to put your plan into action. Refer back to previous lessons in which you identified what success would look like and developed an action plan listing the tasks and steps to be completed to meet your service project goal.

### Project Implementation Checklist

- ✓ Use your Action Plan as a checklist to confirm the required tasks have been completed and if not, who is responsible for them.
- ✓ Confirm team roles
- ✓ Have all required materials (agenda, handouts, follow up information)
- ✓ Confirm all applicable logistics (site, times, speakers, media equipment, press coverage)
- ✓ Review your People Map to include the people you identified to help achieve your Big Goal
- ✓ DO IT! Implement your project.

Congratulations! You have implemented your project. Now take some time to reflect with your team. Use the chart below to describe the highlights and challenges of implementing your service project.

Highlights	Challenges



6.B.2

## Document Your Project

### Directions

As you implement your service project, it will be important to document your work through photos. Photos should capture the work of your project, such as teammates working onsite in your community or posters being displayed for an awareness campaign. You're working hard to make a positive impact! Make sure your photos are clear, respectful, and really share your story of service.

The Project Video is one of 5 components that Lead4Change will review and use to help determine if your idea will receive funding so please prioritize documenting your amazing project!

# Module 7

## Reflect on Your Project



7.A.1

### Measure Success

#### Directions

Answer the questions below as you reflect on your project.

#### 1. Achieving Your Project Goal

**Q** Did you achieve the goal set for your service project? If no, why not? What kept you from reaching your goal?

**2. Your Action Plan completed in Module 5, Lesson 1 was your tool to track your project's progress. Compare your Action Plan tasks, steps and timelines to what actually occurred.**

**Q** Looking back, did you plan well by using your Action Plan? Or did you end up having to do a lot of steps that you did not initially intend?

**Q** How did you use your Action Plan to monitor your progress?

**Q** What tasks did you have to modify or add and why?

**Q** What one suggestion would you have for someone trying to replicate your project?



7.A.2

## Revisit Your Barriers

### Directions

Take a few moments to revisit your “Overcoming Barriers” worksheet from Module 5. Then answer the questions in the space below.

**Q** Were the barriers you anticipated having accurate?

**Q** What other barriers did your team encounter that you did not anticipate?

**Q** Did you overcome these barriers in the way you thought you would?

**Q** How did identifying potential barriers help set your team up for success?

# Module 8

## Create a Proposal



8.A.1

### Proposal Ideas Worksheet

**1. Why should your project receive additional funds? What impact will you continue to make with additional resources? How could your project grow in scale with additional funding?**

**2. What makes your project unique? How are you uniquely positioned to make a difference in your community for the issue you've selected?**

**3. What do you intend to do with the additional funds should your project idea be selected? (Be as specific as possible)**

**4. How would you describe the impact your team will make on your school or community through your project?**



8.B.1

## Create Your Proposal

### Section 1: Describe the Issue

Spell out the issue your team has identified in your school or community. Be sure to describe how it might be negatively affecting neighborhoods, people groups, the environment or morale. You may also include how it might be affecting people's emotions or outlook on life. Be succinct.

### Section 2: Describe Your Solution

Describe your project and how it is uniquely positioned to resolve the issue you mentioned in Section 1. This section should include a project description as well as the benefit your project offered to the school or community. You may also include a story of transformation that illustrates how your project has helped make an impact.

### Section 3: Include a Plan

Spell out exactly what your team plans to do should you get additional funding from Lead4Change. Imagine your team was selected, then provide the plan your team will execute to continue your project and ensure your impact grows.

Step 1	
Step 2	
Step 3	



## Create Your Proposal

### Section 4: Explain Your Credibility

Describe why your team is uniquely gifted to accomplish your big goal and achieve your mission. This section could include statements that show the judges you care deeply about the issue you selected. It could also include a few statements that give your team credibility and show the judges that you are capable of accomplishing your goal by continuing your project.

### Section 5: Ask for the Investment

This section will ask for the desired investment your team wants to secure to continue your project. You may ask for up to \$10,000 USD. Be sure to include what the funds will go towards and how you intend to allocate the budget. Make sure the call to action is clear.

### Section 6: Offer a Story of Hope

End your proposal by painting the picture of what success will look like for your school or community should you be chosen for additional funding. This section could be 2-3 sentences that describe what impact your team could make and how lives will be changed because your project was chosen for additional funds. Make this section hopeful and exciting for the judges.

### Tip

Once you complete this worksheet, put each section together into your 2-page proposal that you will submit with your Lead4Change Project.