

Welcome

We will begin at 7:30 pm Central Time.



OFA Community Engagement Fellowship

Spring 2018 / #OFAFellows

A man with glasses and a plaid shirt is looking down at a document. Another person's arm is visible in the foreground, partially obscuring the man. The background is a plain, light-colored wall.

Leadership in action



Bobby Brady-Sharp

Field Director, [@bobbyhtx](#)

#OFAFellows

Goals for today

- 1 Develop self-awareness and knowledge about our conceptions of leadership.
- 2 Identify areas that, based on our conceptions, highlight how we want to grow as a leader.
- 3 Be able to apply new ideas of leadership in our organizing and issue work.

Agenda

Recap of previous week

Archetypes of leadership

Leadership vs. management

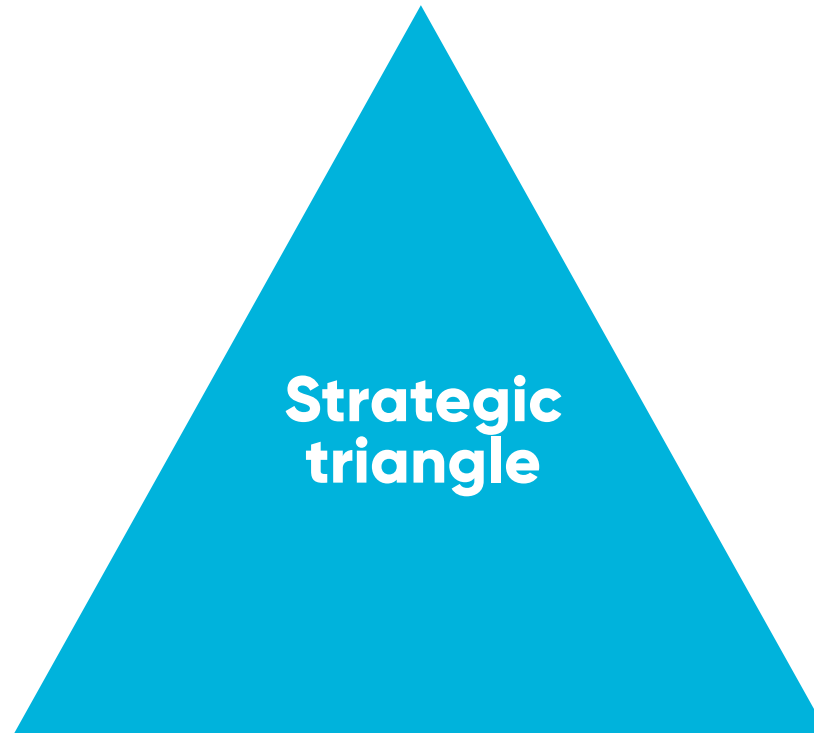
Being a leader in organizing

Debrief & next steps

Week 2: Key takeaways

**We must address the
root challenge if we are
to affect change.**

Public value



**Strategic
triangle**

**Operational
capacity**

**Legitimacy
& support**

Goal, strategy, tactics, framework

- 1 An achievable, measurable, and problem-solving goal.
- 2 A strategy that provides the roadmap for success.
- 3 Effective tactics that accomplish your goal through the strategy you've developed.

An issue ecosystem is the environment surrounding a decision maker.





Jill Manrique
@JillManrique

Follow back

I'm not ever going to get tired of seeing this slide. #Democracy #OFAfellows @OFA @OFA_Illinois



NerdsRuleInc
@NerdsRuleInc1

Follow back

The moment you start talking about creating change and someone says what you're thinking @OFA #OFAfellows #Yesssss #LetsGet



Kelly Ka-POW
@Moore_Kelly_M

Follow back

Get loud in a lot of different ways and media! #ofafellows

An issue ecosystem is the environment surrounding a decision maker.



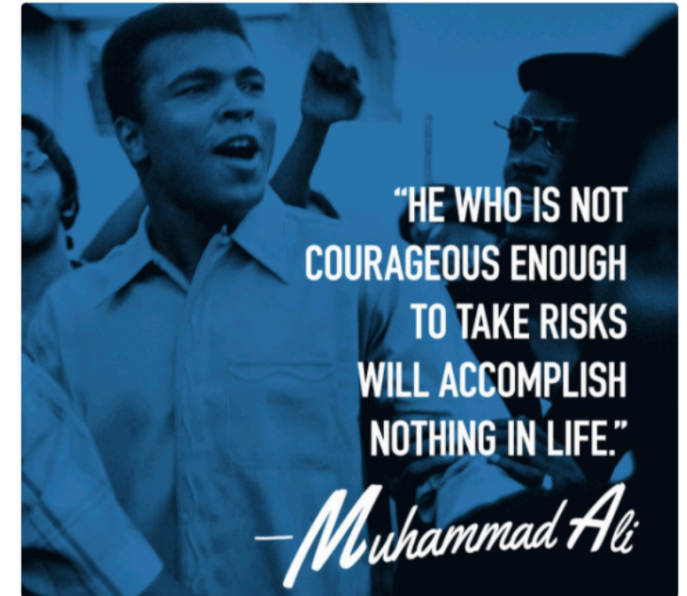
OFA



B-Lock
@bmeonly1

Follow

Week #2 in the strategizing and organizing workshop through #OFAfellows. Loving this journey and the lessons from this organization.



Justin Koziatsek
@JustinKoziatsek

Follow

@OFA Today's take-a-way: Breaking down an issue campaign into goals, strategy and tactics is so important in order to succeed. Outlining every tactic no matter how small it may feel. And Ali is bad ass! #ofafellows

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A woman with dark hair, wearing a light-colored sweater and a lanyard, is seated at a table in a meeting room. She is looking towards the camera with a slight smile. In the background, other people are visible, and there is a hand sanitizer bottle on the table. The image is dimmed to serve as a background for the text.

Archetypes of leadership

**There are
many
definitions....**

In the past 60 years, as many as 65 different classification systems have been developed to define leadership (Fleishman, et. Al, 1991)

3 minutes

Reflection and writing

- List the top five leaders you admire on a piece of paper.
- Identify why you chose these five leaders—think:
 - Attributes
 - Demographics
 - What makes them a good leader?

**What values are present in
your list of leaders?**

FDR
Fannie Lou Hamer
Bobby Kennedy
Cesar Chavez
Nelson Mandela

**What potential leadership
blind-spots do you see?**

FDR
Fannie Lou Hamer
Bobby Kennedy
Cesar Chavez
Nelson Mandela

Debrief

Archetype:

A recurrent symbol or motif of something, particularly in reference to your thoughts.

Stereotype:

A widely held but fixed and oversimplified image or idea of a particular type of person or thing.

Archetype of a plumber

Archetype of a teacher

Archetype of a businessperson

2 minutes

Individual reflection

- On a notepad, write down your answers to these questions:
 - What is your archetype of leadership?

2 minutes

Individual reflection

- On a notepad, write down your answers to these questions:
 - What is your archetype of leadership?
 - How does your leadership archetype differ from you?

2 minutes

Individual reflection

- On a notepad, write down your answers to these questions:
 - What is your archetype of leadership?
 - How does your leadership archetype differ from you?
 - Give an example of someone who has challenged your archetype.

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What leadership is *(and is not)*

**Our conception of what
leadership is can be limiting.**

Assigned Leadership:
Leadership that is based
on occupying a position
in an organization.

(Northouse, "Leadership: Theory and Practice", 08)

Emergent Leadership:
Perceiving an individual
as the most influential
member of a group,
regardless of their title.

(Northouse, "Leadership: Theory and Practice", 08)

Management

Leadership

Management

(Abraham Zaleznik, 1977)

- Impersonal about goals
- Relate more in-line with role
- Authority granted from above (authorized)
- Transactional
- Conditional

Leadership

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(Abraham Zaleznik, 1977)

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Leadership

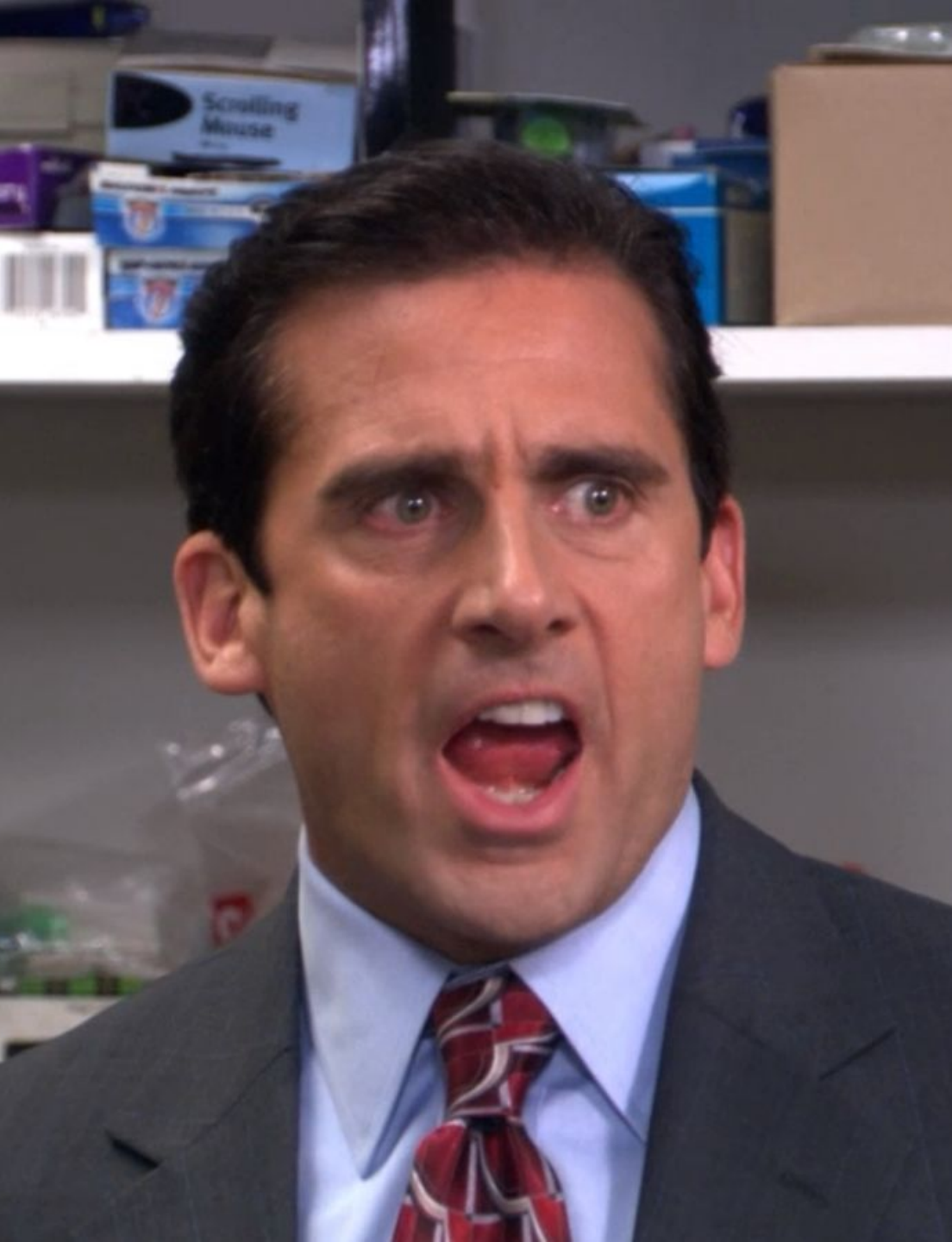
(Abraham Zaleznik, 1977)

- Personal about org goals
- Relate more intuitively
- Authority granted from below from within
- Persistent

**"You manage things;
you lead people."**

GRACE MURRAY HOPPER / U.S. NAVY REAR ADMIRAL

Leadership is *not...*



**Coercive or
telling people
what to do.**

**Trait-based or
born that way.**

Leadership is a
process by which an
individual uses
influence with a group
for positive change.

Now it's your turn

Question: How do you define the difference between leadership and management? What examples can you point to in your own life or experience?



Type in the chat box to share your thoughts

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Organizers are change-makers. They are leaders who take action.



WE DEMAND
FEPC
LAW

UAW
JOBS

I.U.E.
AFL-CIO
FOR
FULL
EMPLOYMENT

WE MARCH FOR JOBS FOR ALL NOW!

AS METH CHUR
11th & K ST
WASHING

WE MARCH FOR JOBS FOR ALL NOW!

ND
T
G

FIRST BAPTIST CHURCH
DEANWOOD

"As we look ahead into the next century, leaders will be those who empower others."

BILL GATES

"If your actions create a legacy that inspires others to dream more, learn more, do more and become more, then, you are an excellent leader."

DOLLY PARTON

"Leadership is a series of behaviors rather than a role for heroes."

MARGARET WHEATLEY

Now it's your turn

Question: How do we inspire others to follow us?



Type in the chat box to share your thoughts

Now it's your turn

Question: What are the types and examples of leadership you see exemplified in your community?



Type in the chat box to share your thoughts

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Debrief

How does our archetype of leadership affect who we define it?

What is the difference between leadership and management?

How do we become the leaders we want to be?

What are your key takeaways?



Type in the chat and tweet using #OFAFellows

Weekly assignment: Due Wednesday, April 18

<https://www.ofa.us/get-trained/fellows-2018-spring-fellowship/>

- 1 How will you or your fellows group take on leadership in the community?
- 2 What is your definition of leadership? How are you thinking about it in terms of the issue you are working on?
- 3 How do you want to personally grow as leader in the community?

Optional:

- Interview someone that you consider a leader with specific questions around leadership.
- Go to a place that is a leader in your community (example: city council) How does leadership play out in that space?

Thanks for joining the call!

Please fill out the evaluation on today's training using the link below.

bit.ly/Spring3-2018

Email fellows@ofa.us with any questions.

Thank you!