

Welcome

We will begin at 7:30 pm Central Time.



OFA Community Engagement Fellowship

Spring 2018 / #OFAFellows

A background image of a man with glasses and a lanyard, looking down at a document. The image is semi-transparent, allowing the text to be overlaid.

Cultivating community

Speaking to your 'why, how, what'



DeAndre Jones

Deputy Director of Organizing & Community Engagement

[@DreQJones](#)

Tweet today using
#OFAFellows

Week 3: Key takeaways

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

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

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

"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

Goals for today

- 1 Analyze underlying reasons why engaging in persuasive conversations is difficult, both individually and interpersonally.
- 2 Apply the theory of 'knowing your why' to people you will talk to in your organizing work .
- 3 Feel confident using the 'why, how, what' framework to talk to your neighbors.

Agenda

The incredible rarity of changing your mind

Theory building with Simon Sinek

Speaking from your 'why'

Building a team

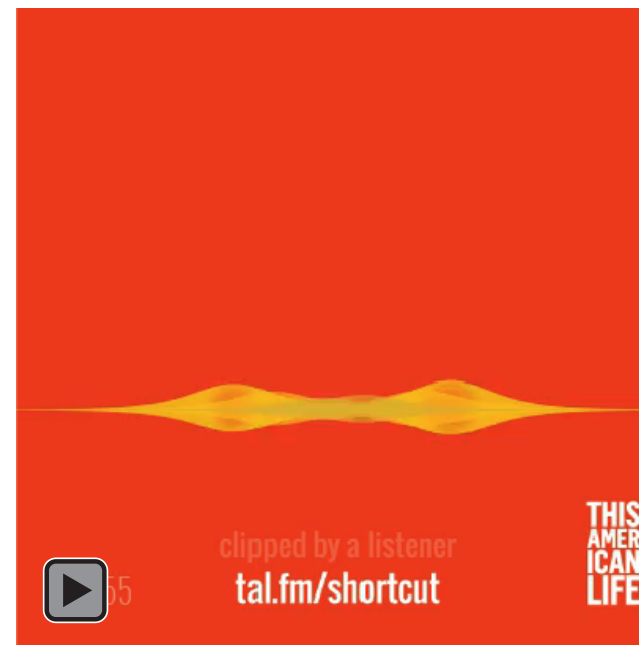
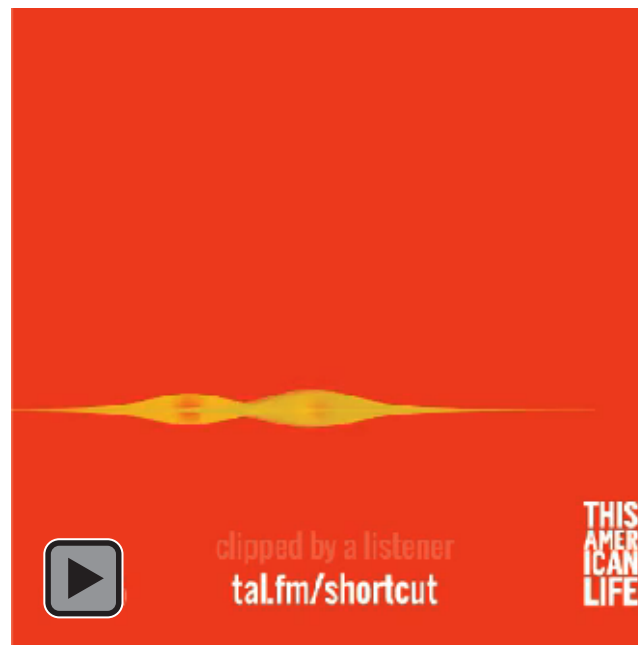
Debrief & next steps

Why is changing someone's opinion so difficult?

FOLLOWING CLIP:

***The Incredible Rarity of Changing Your Mind
from This American Life***

THIS AMERICAN LIFE FROM WBEZ





BRAINSTORM:

Why is it difficult to persuade someone to change?

Type your thoughts into the chat box.

Challenges to persuasion



**Personal
Anxiety**

Challenges to persuasion



**Personal
Anxiety**

**Interpersonal
differences**

Challenges to persuasion



**Personal
Anxiety**

**Interpersonal
differences**

**Fractured
political
context**

Challenges to persuasion

**Personal
Anxiety**

**Interpersonal
differences**

**Fractured
political
context**

**The “ask”
typically
associated**

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The incredible rarity of changing your mind

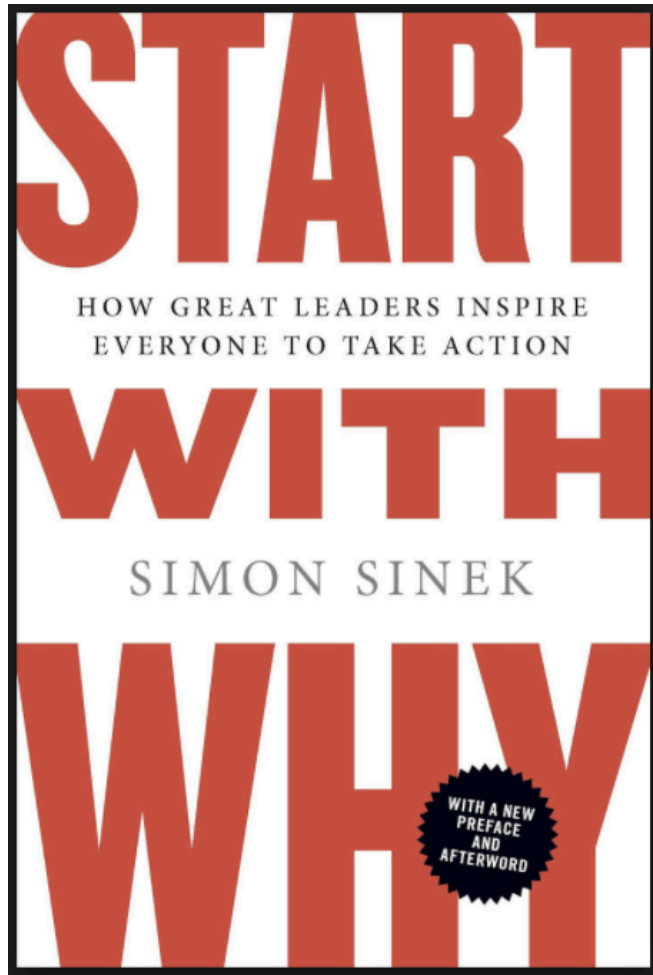
Theory building with Simon Sinek

Speaking from your 'why'

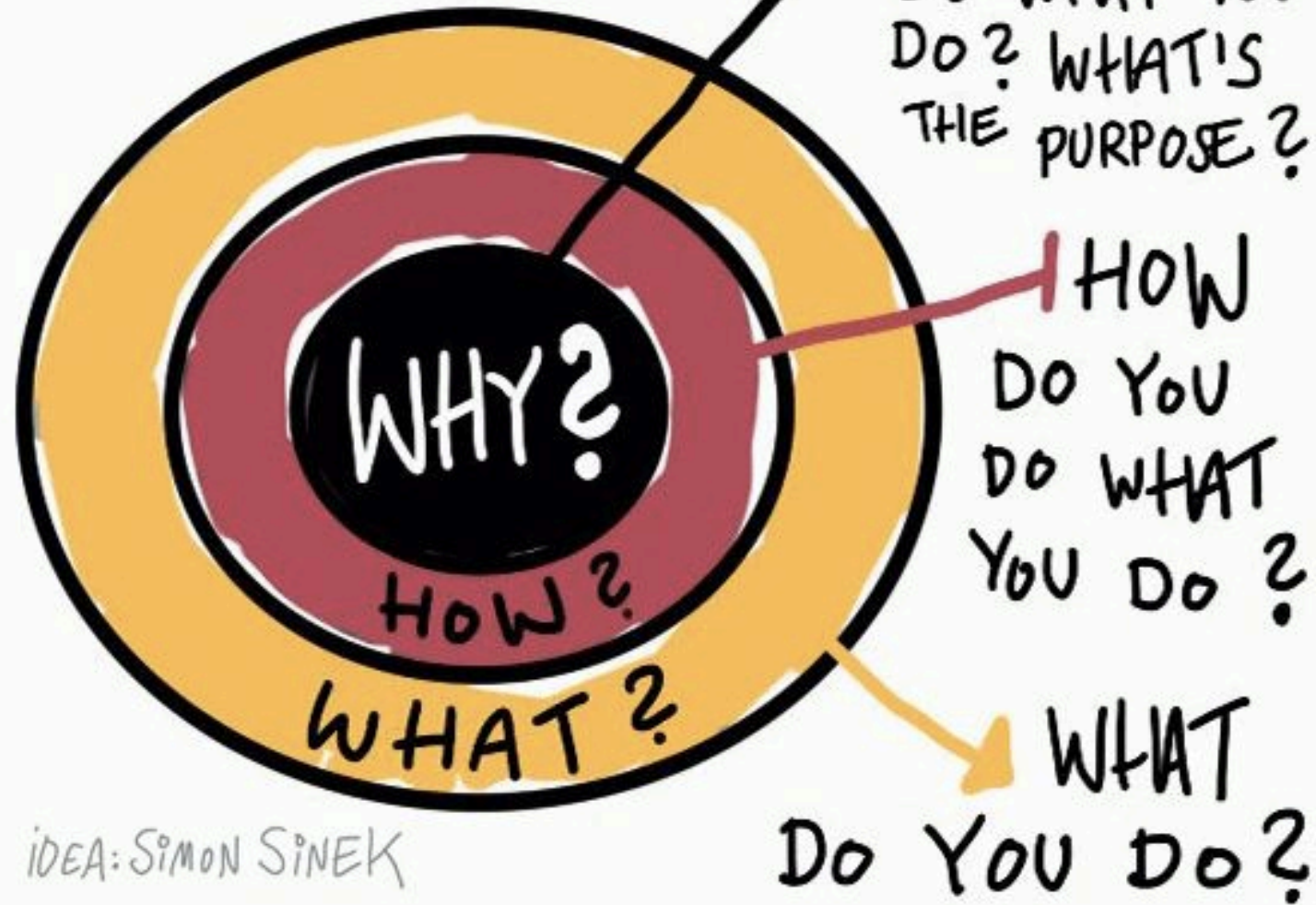
Building a team

Debrief & next steps

**We can cut through the
clutter when we have
conversations that speak to
the head and the heart.**



GOLDEN CIRCLE



IDEA: SIMON SINEK

**How can we apply these
reflections to community
organizing?**

**You have to understand your
why and be genuinely curious
about your neighbor's why.**

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One method to identify your 'why'

Critical incidents:

Critical incidents are events in your life that you can recall being an important moment for you in clarifying what you believe.

–Stephen Brookfield

One method to identify your 'why'

Critical incident question:

When was the first time you remember standing up for something that you believed in?

Now it's your turn

Remember: Having a clear, concise why keeps us connected to why we do what we do, helps us connect to others, and when shared, has the opportunity to build trust and community.



Type in the chat box to share your critical incident and tweet using #OFAFellows

**Here's another
example**

Narrowing in on our critical incidents help to clarify our values and beliefs

WHOLE GROUP CHATBOX

From the critical incident story you heard, what values do you hear from the story?

WHOLE GROUP CHATBOX

In your own critical incident story, what values do you see?

Putting it all together: The framework of your why

**Critical
incident**

What is a critical incident that leads to what you believe and why?

Putting it all together: The framework of your why

**Critical
incident**

What is a critical incident that leads to what you believe and why?

Values

What values are present underneath your critical incident and why?

Putting it all together: The framework of your why

**Critical
incident**

What is a critical incident that leads to what you believe and why?

Values

What values are present underneath your critical incident and why?

Practice

How will you practice communicating your values in way that resonates with diverse groups of people?

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SHOUT OUT

What is effective leadership?

Let's look at an example

**You're conducting
an orchestra**

You're conducting an orchestra

What organizational structures make it successful?

You're conducting an orchestra

Who is the central leader?
Are there any other leadership roles?

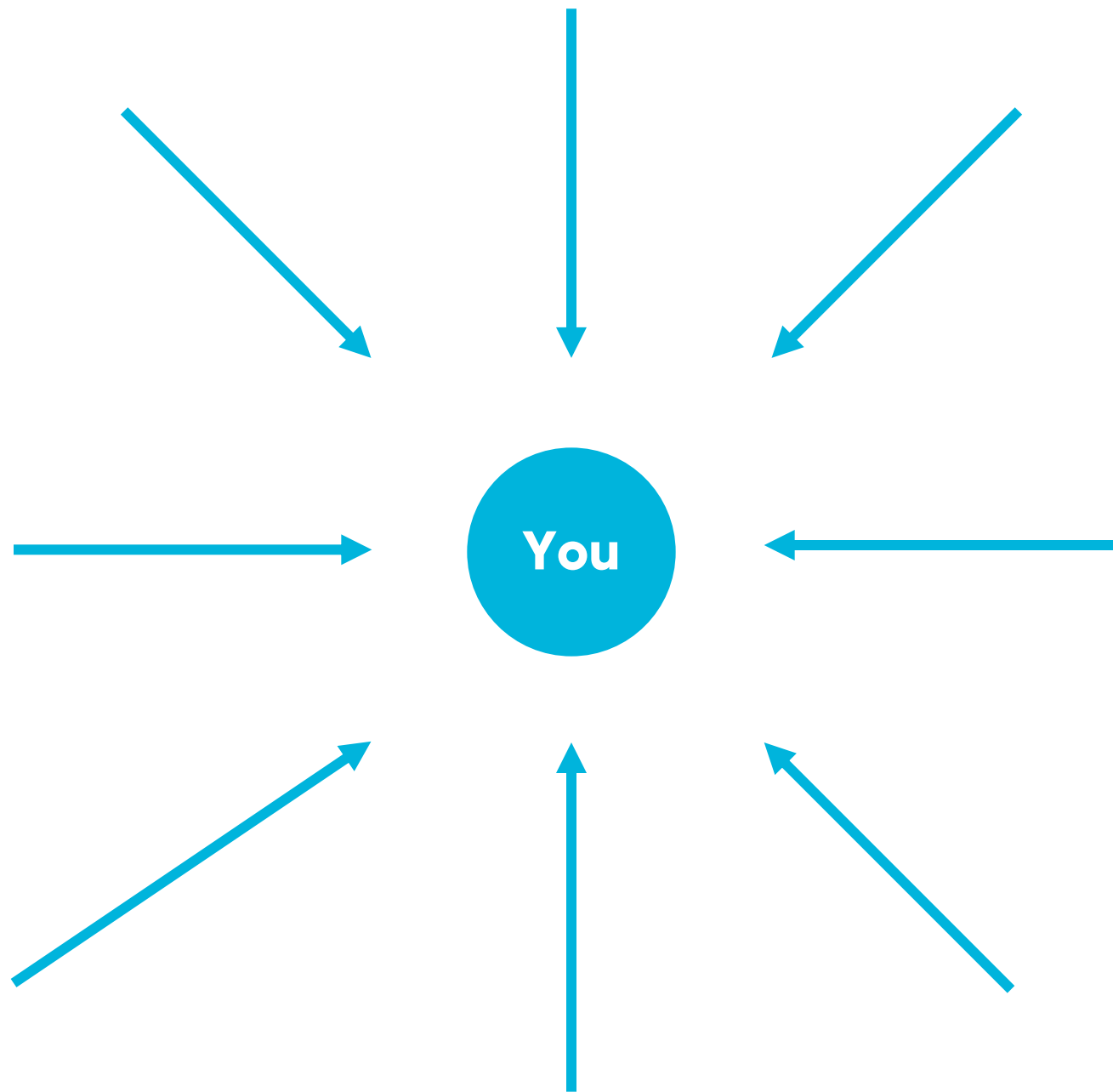
**An orchestra follows
a "snowflake model"
of leadership**

**We'll dive more into this
model, but let's look at
some others first...**

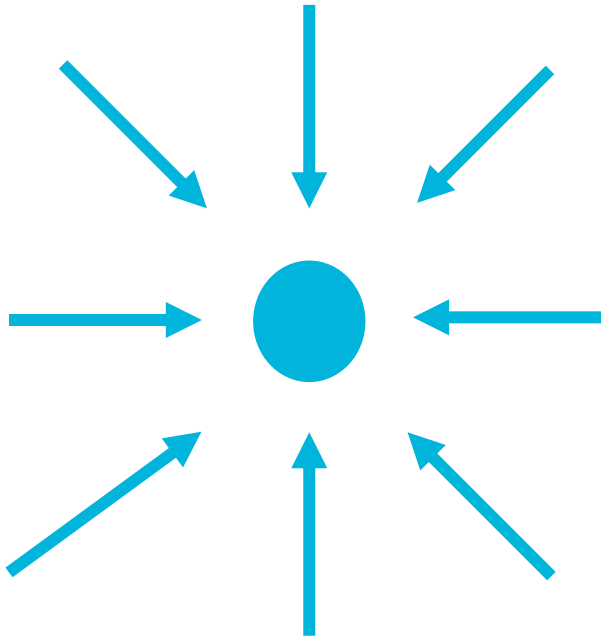
MODELS OF LEADERSHIP

The Magnet Model





The Magnet Model



- 1 Everyone is going to one person who cannot possibly handle all their questions and needs.
- 2 Not sustainable—one person gets overwhelmed.
- 3 Not empowering—one person holds all the knowledge.

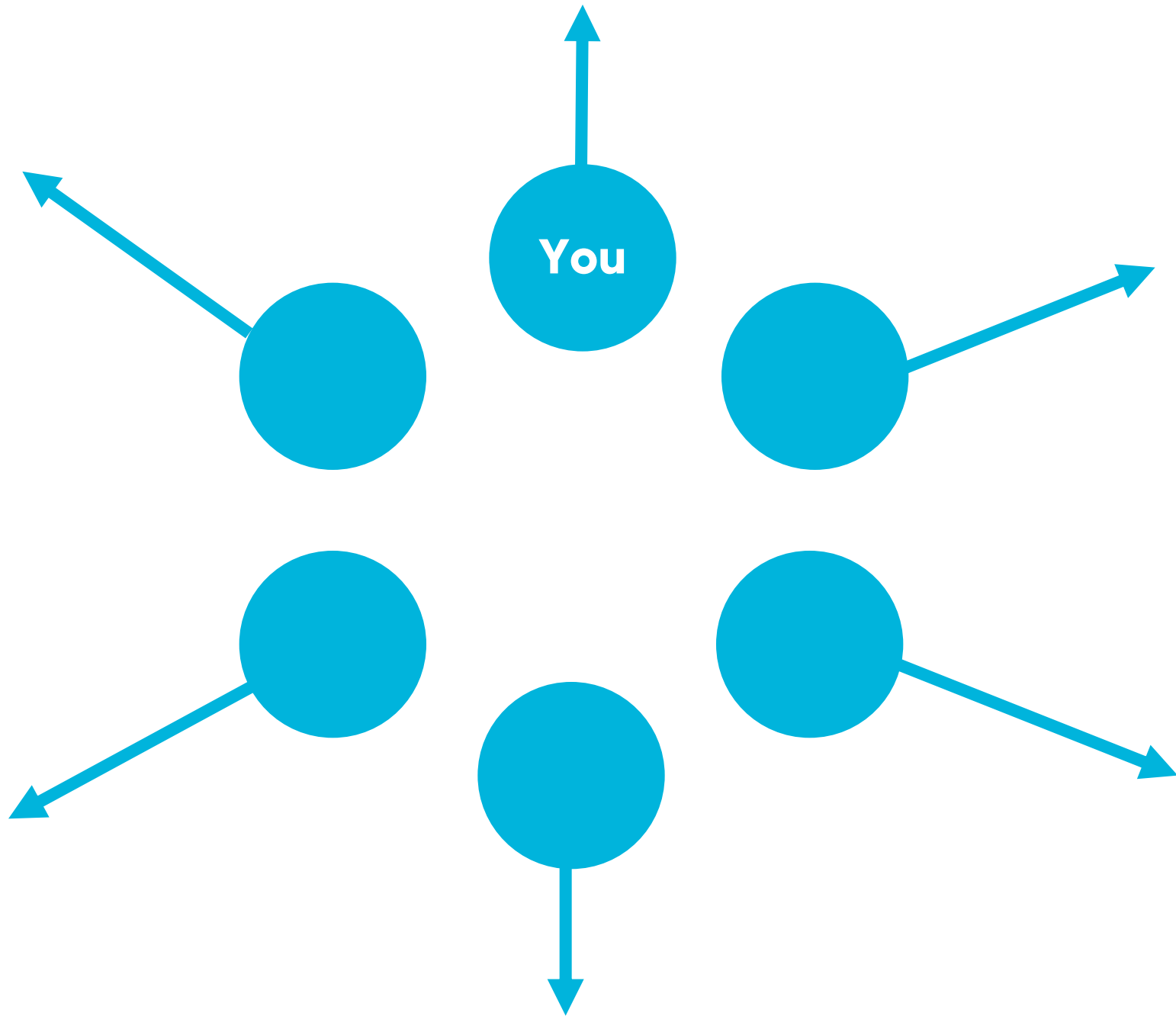
**Where do you see this model
being effective?**

**Why doesn't it work for
organizing?**

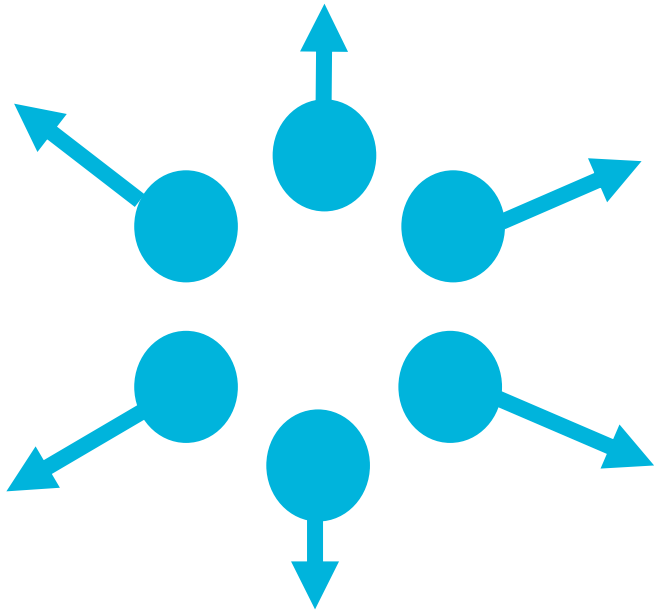
MODELS OF LEADERSHIP

The Anarchy Model





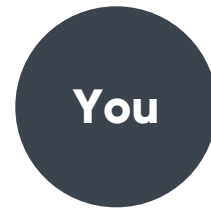
The Anarchy Model

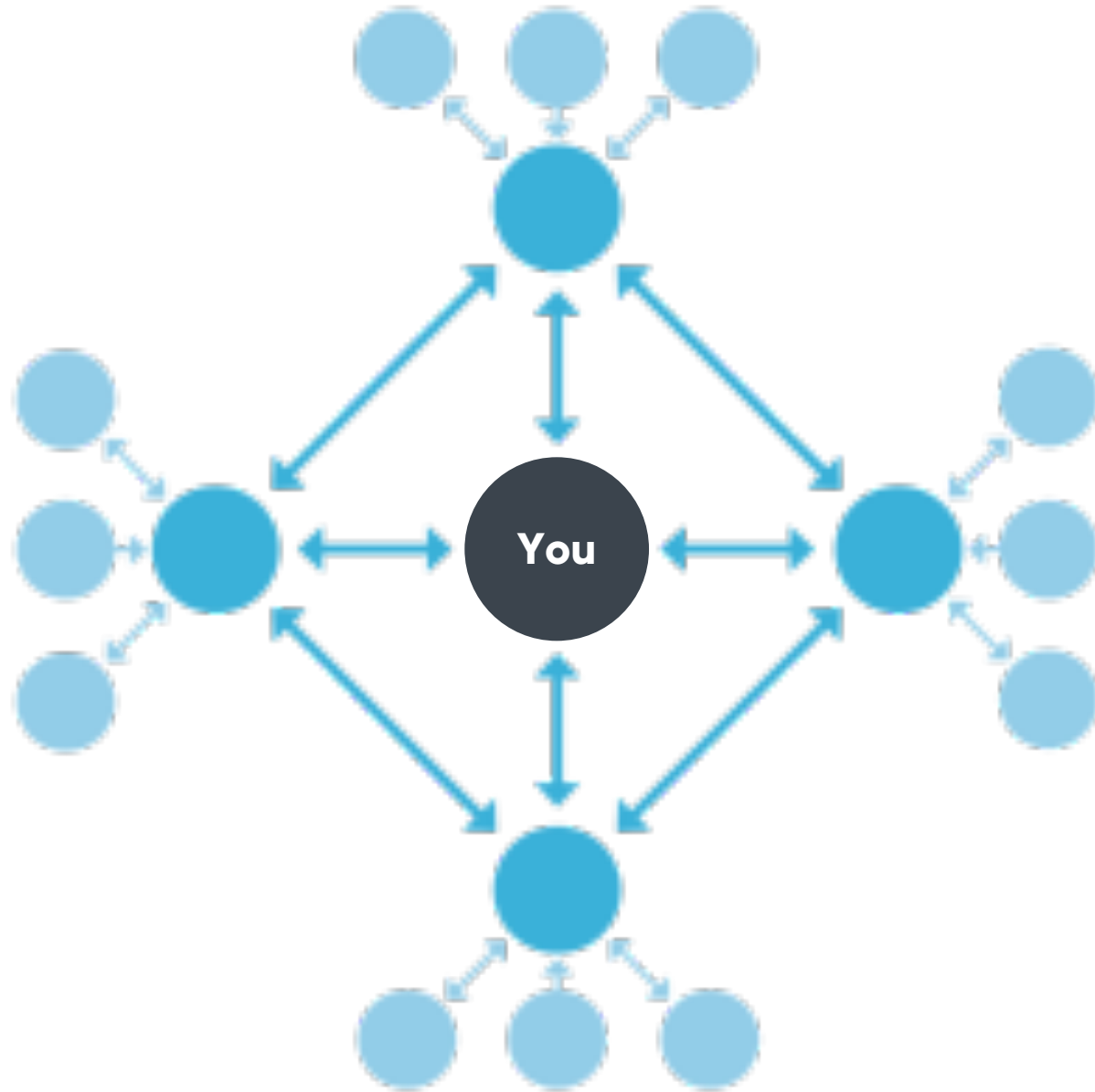


- 1 Everyone is going their own way.
- 2 There is no leadership structure.
- 3 Not working together to accomplish a goal.

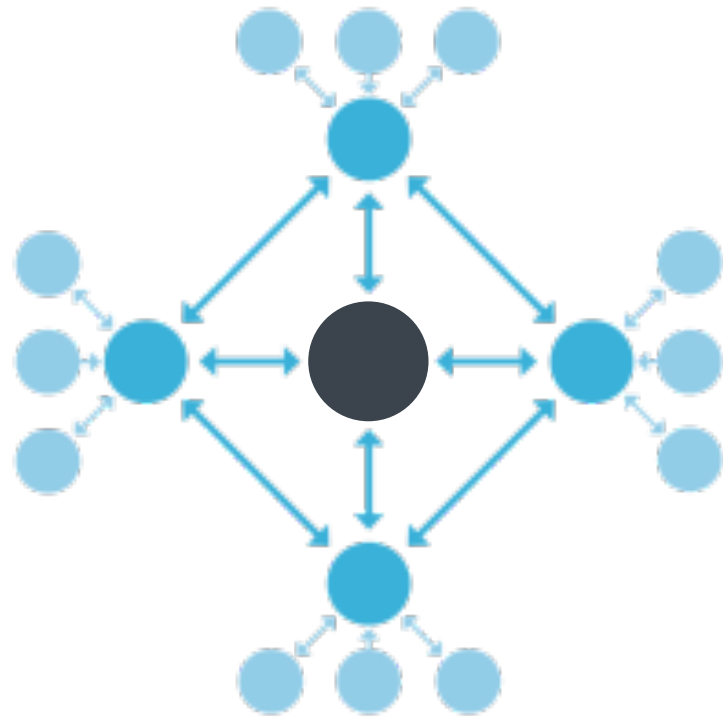
MODELS OF LEADERSHIP

The Snowflake

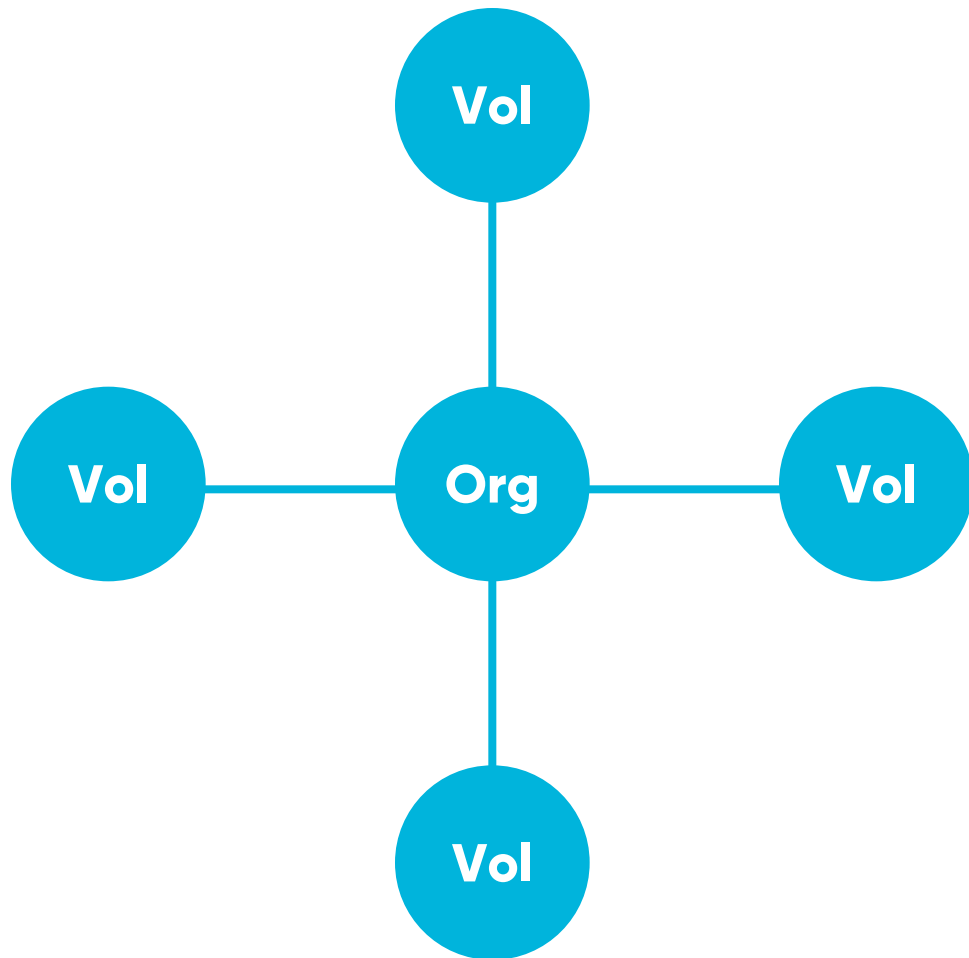




The Snowflake Model

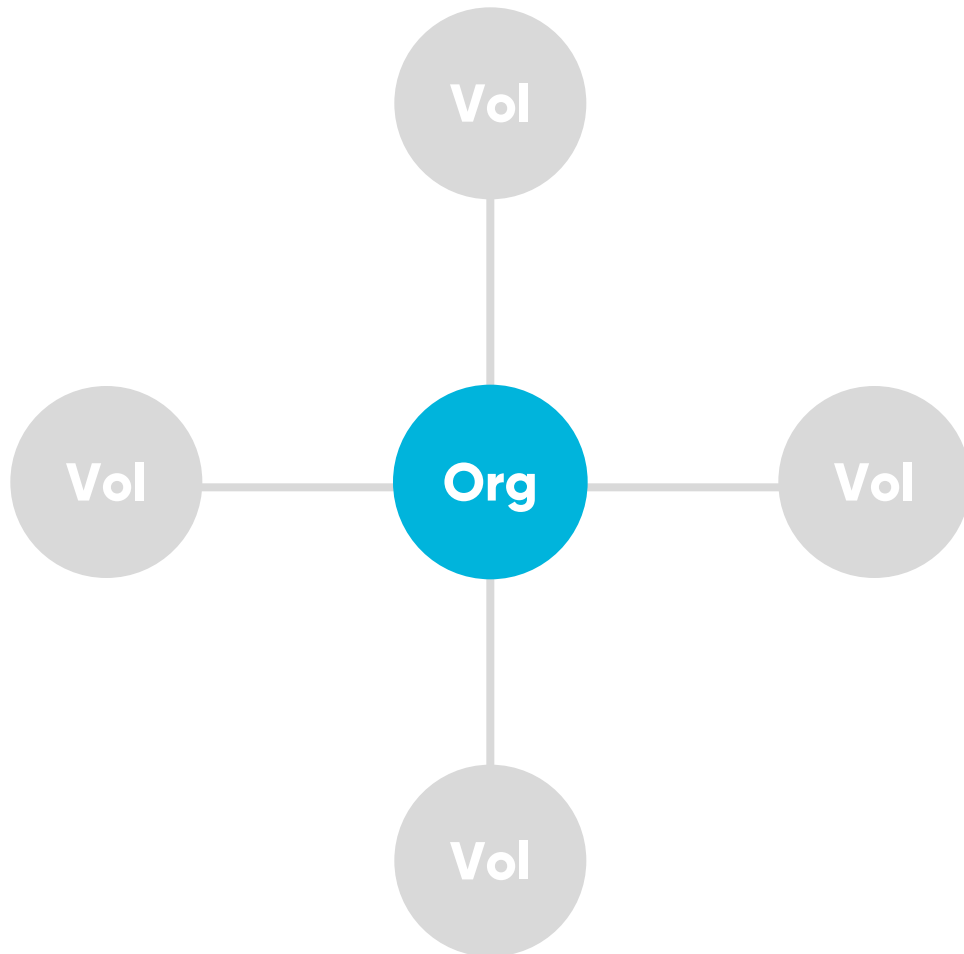


- 1 Structured to empower leadership and delegation of responsibilities.
- 2 Clear lines of communication and coordination.
- 3 Working in harmony to accomplish a unifying goal.



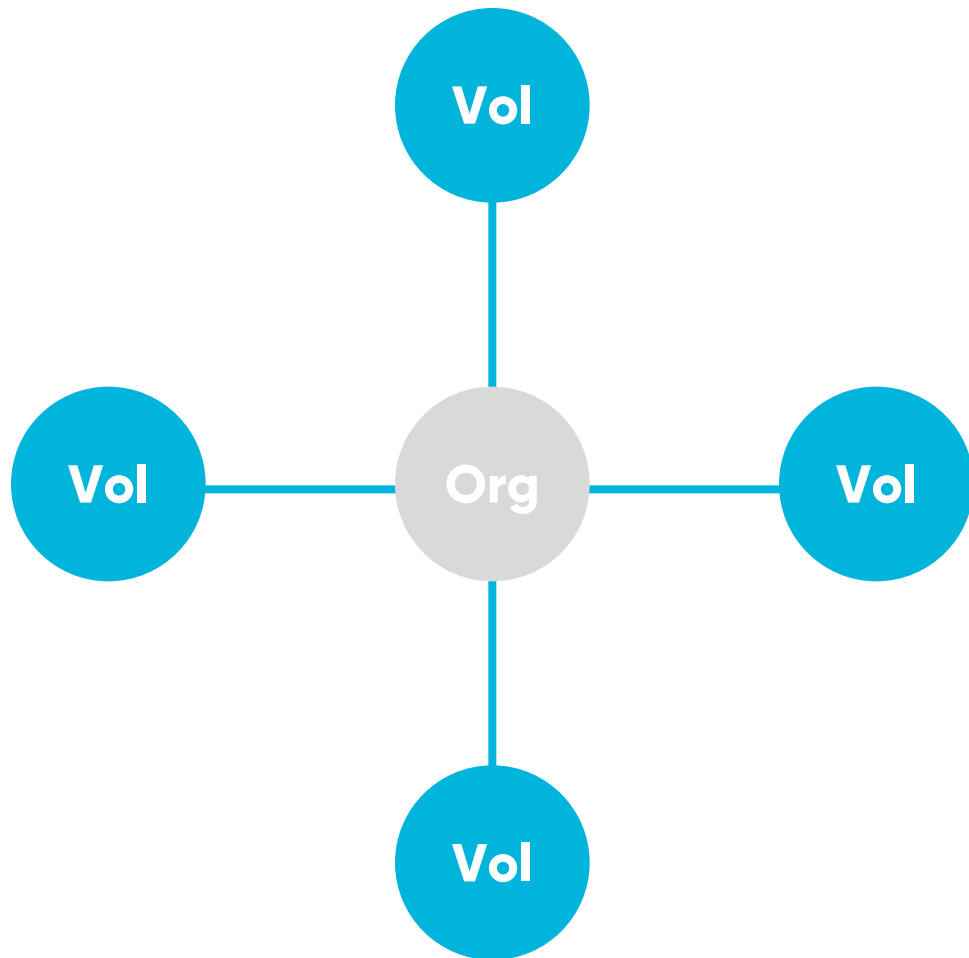
The snowflake structure

The snowflake model relies on a lead organizer to function properly.



Lead organizer

Committed volunteer or staffer who takes responsibility for training and managing other volunteers and oversees the execution of grassroots organizing events.



Volunteer member

Trained and committed volunteer who own specific leadership roles, which are based on needs and vary from project to project.

"We're approaching leadership as a practice, not leadership as a position...It's about accepting responsibility for enabling others to achieve purpose under conditions of uncertainty."

MARSHALL GANZ

**Where else have you seen
the snowflake model used
to accomplish big goals?**

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Debrief

Which phase of the framework comes easily to you?

Which technique do you respond most well to?

What are your key takeaways?



Type in the chat and tweet using #OFAFellows

Weekly assignment: Due Wednesday, April 25

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

- 1 How and when will you be engaging the community?
- 2 What people do we need at the table? When will you reach out to them?
- 3 Which groups, organizations, community members will you focus on?
(we'll use this list for next week)
- 4 What are your next steps?

Thanks for joining the call!

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

bit.ly/Spring4-2018

Email fellows@ofa.us with any questions.

Thank you!