

Welcome

We will begin at 7:30 pm Central Time.



OFA Community Engagement Fellowship

Summer 2018 / #OFAFellows

A close-up portrait of a woman with light brown hair pulled back, smiling warmly at the camera. She is wearing large, gold-colored hoop earrings with colorful beads. The background is a blurred, textured wall.

Liz Erickson

OFA Training Director
@LizzGErickson

A portrait of a young woman with curly brown hair, smiling, wearing a black halter top, against a brick wall background.

Alex Tornato

OFA Training Manager
@atornato

A man with glasses and a plaid shirt is looking down at a document he is holding. A woman's arm is visible in the foreground, partially obscuring the man. The background is a solid light blue color.

Leading with your values

The personal story

Tweet today using
#OFAFellows

Week 1: Key takeaways



Danielle
@itsdaniellelynn

Diving into @OFA's Summer Fellowship, excited to learn community organizing skills to empower our local Deaf community to be changemakers! 🤘 #ofafellows #riad #leadk



Lindsay Albert
@lindsayalbert

Started my #OFAfellows training today ! Excited to start working towards positive change instead of feeling miserable about this country.



Shane Warren
@sgwhimsy

#OFAFellows I'm realizing that there is a tsunami of activists - especially young activists- who are dying for the chance to become better organizers. People my age are not alone.



Lizi Myers
@lizi_myers

#OFAFellows Anger can be the motivation but not the message



Hope-filled
@lauracdavis27

#OFAFellows I decided my capstone project. Form a team of people to evaluate the viability of establishing a non-profit Youth Center in my town, for 6th-12th graders. There's no program/place for this age group. and it's needed.

#NoKidsFallinThruTheCracks



di
@_dianaaluv

I'm so happy to be part of #OFAfellows Everyone is so passionate about taking action to uplift their communities & enhance social justice. ❤️



Lorie Cavin
@LorieCavin

First training with #OFAFellows tonight! 450 of us from 43 states & 47% of our group are new to organizing! Create accessible & participatory democracy!

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 Examine applications of speaking from your why to building a team.

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**

Agenda

The incredible rarity of changing your mind

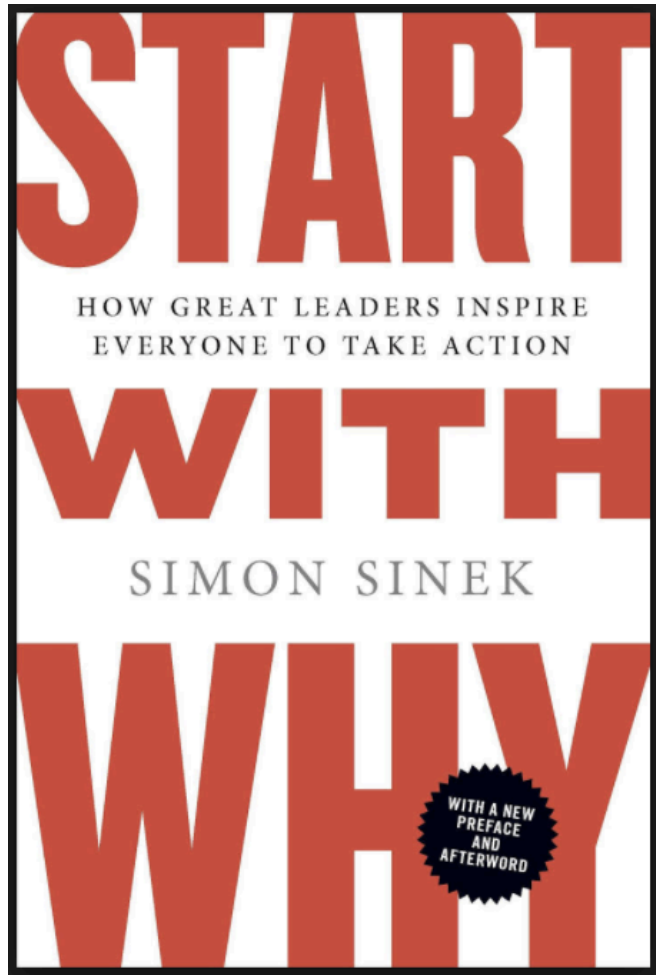
Theory building with Simon Sinek

Speaking from your 'why'

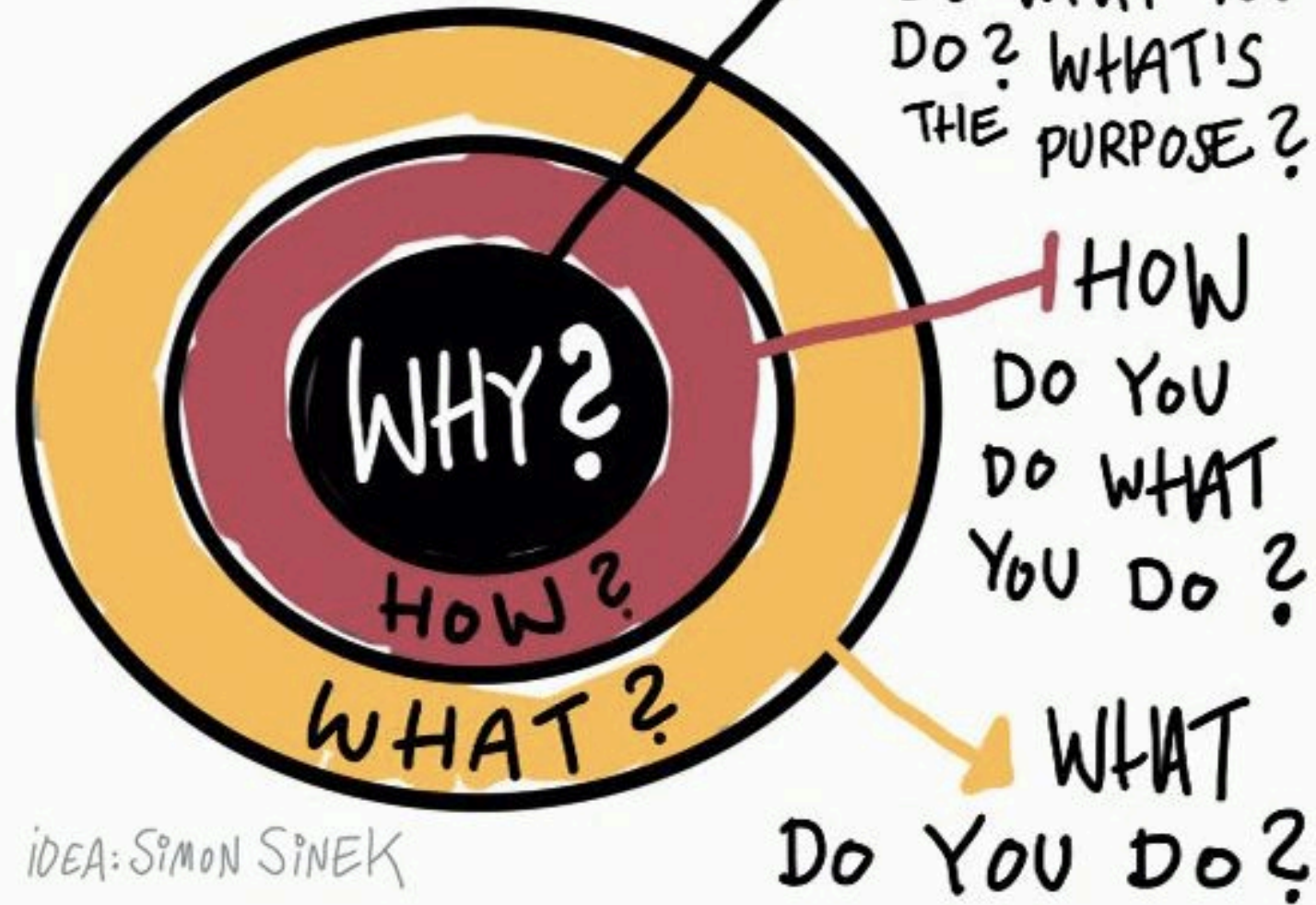
Building a team

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?

Here's an 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?

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

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?

**What changes will you
make in conversations if
you are trying to identify
someone else's why?**

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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?

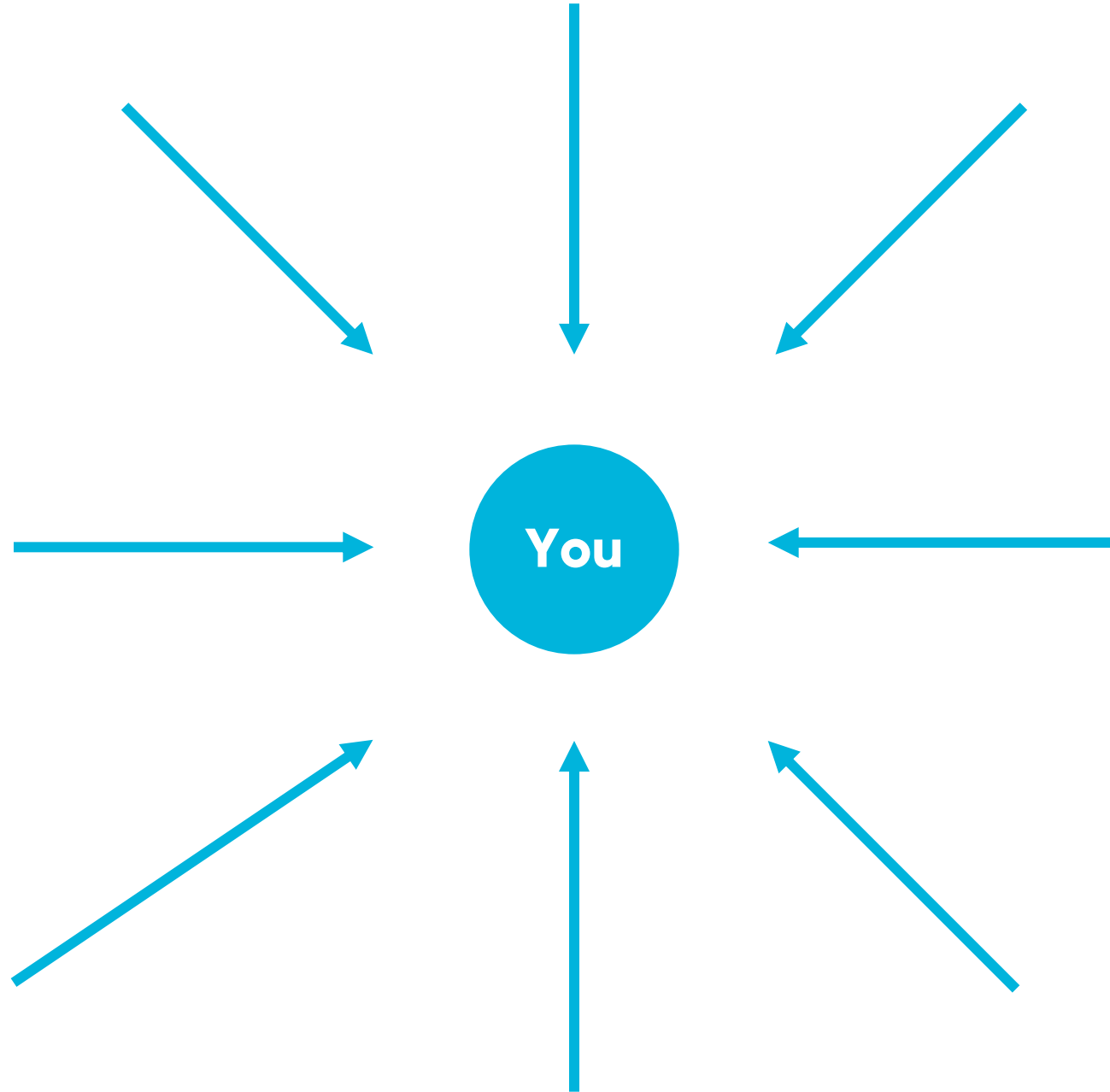
**An orchestra follows
a "snowflake model" of
leadership**

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

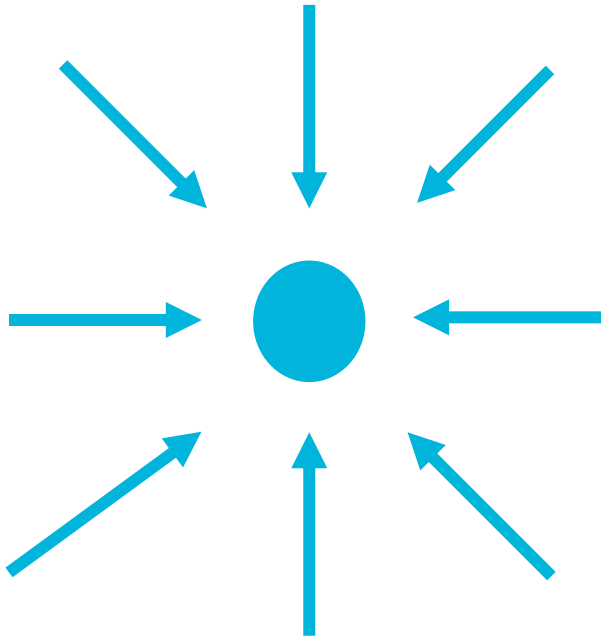
MODELS OF LEADERSHIP

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.

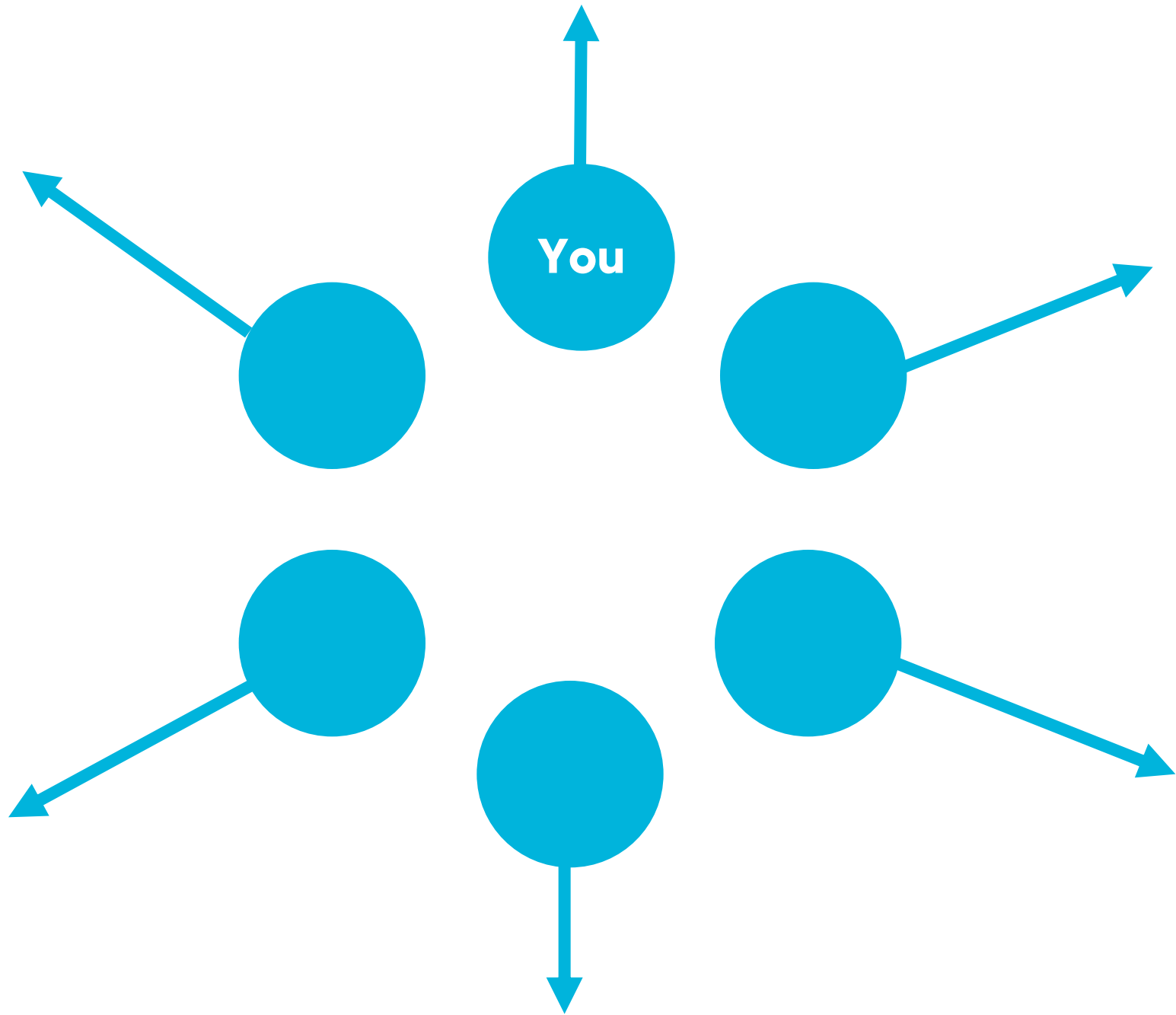
**Where do you see this model
being effective?**

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

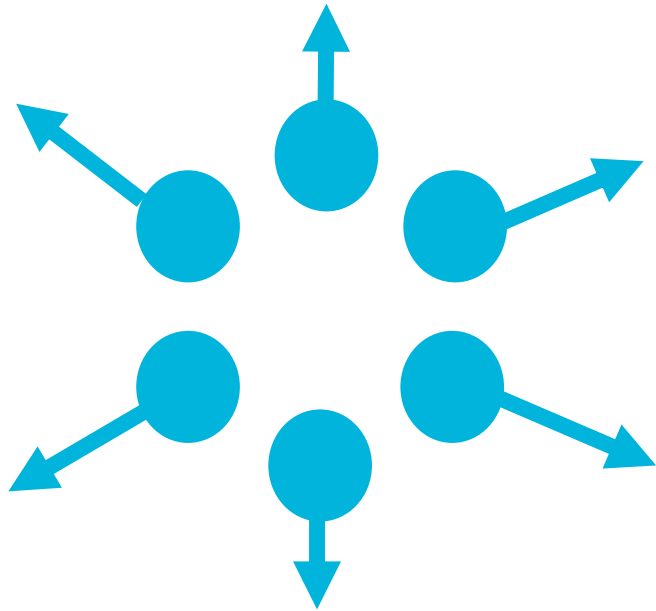
MODELS OF LEADERSHIP

The Anarchy Model





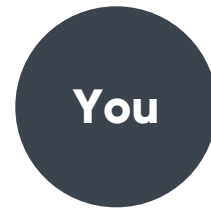
The Anarchy Model

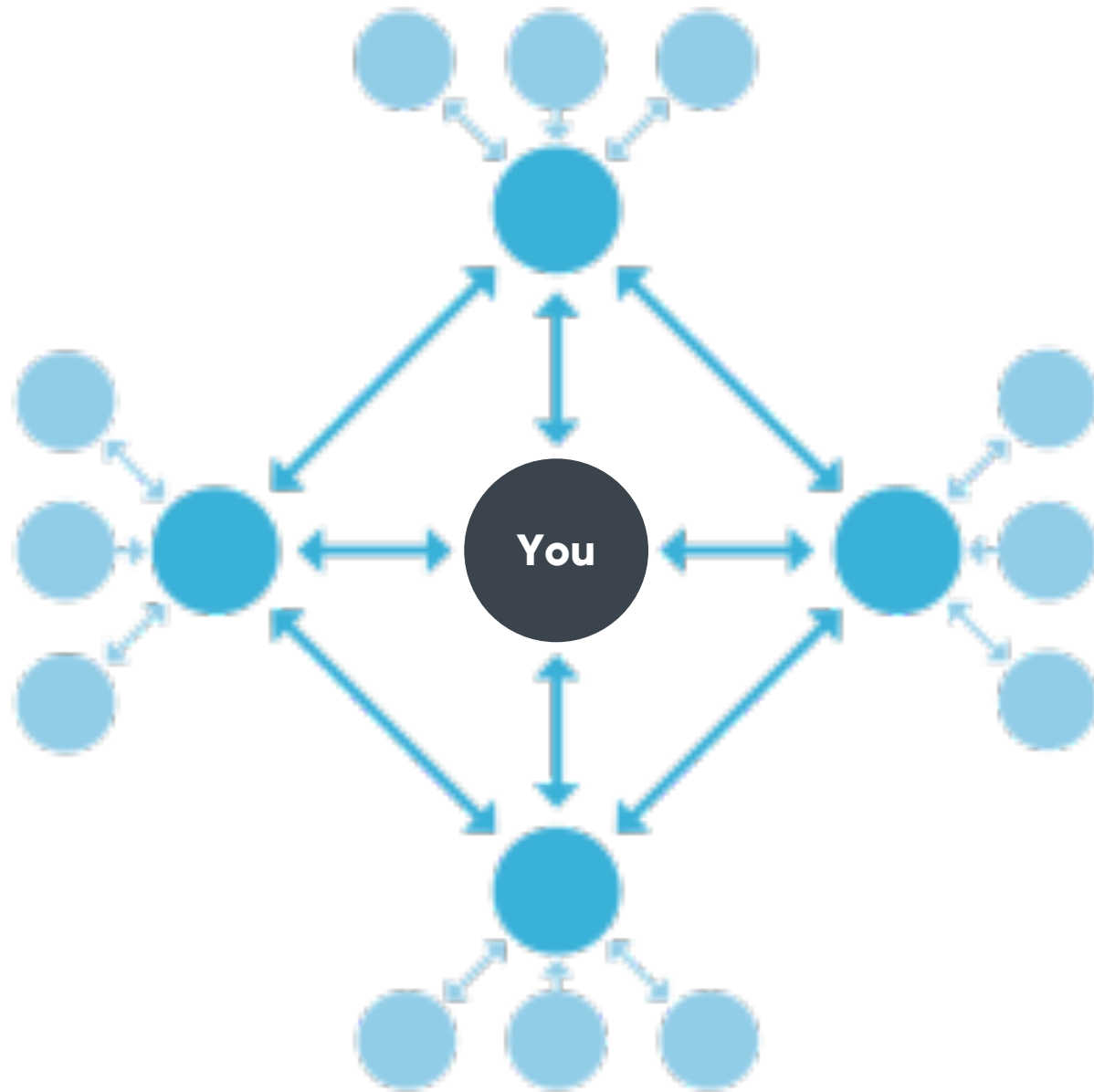


- 1 Everyone is going their own way.
- 2 There is no leadership structure.
- 3 Not working together to accomplish a goal.

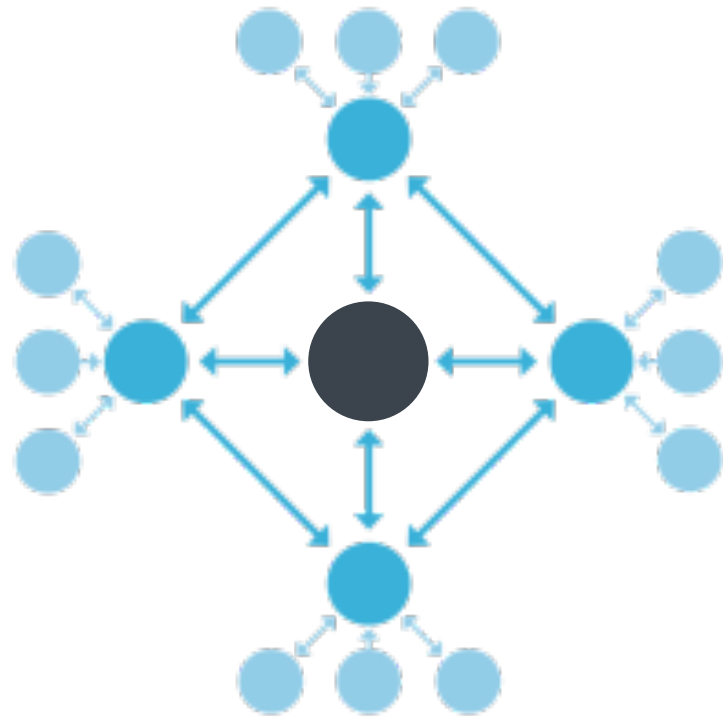
MODELS OF LEADERSHIP

The Snowflake

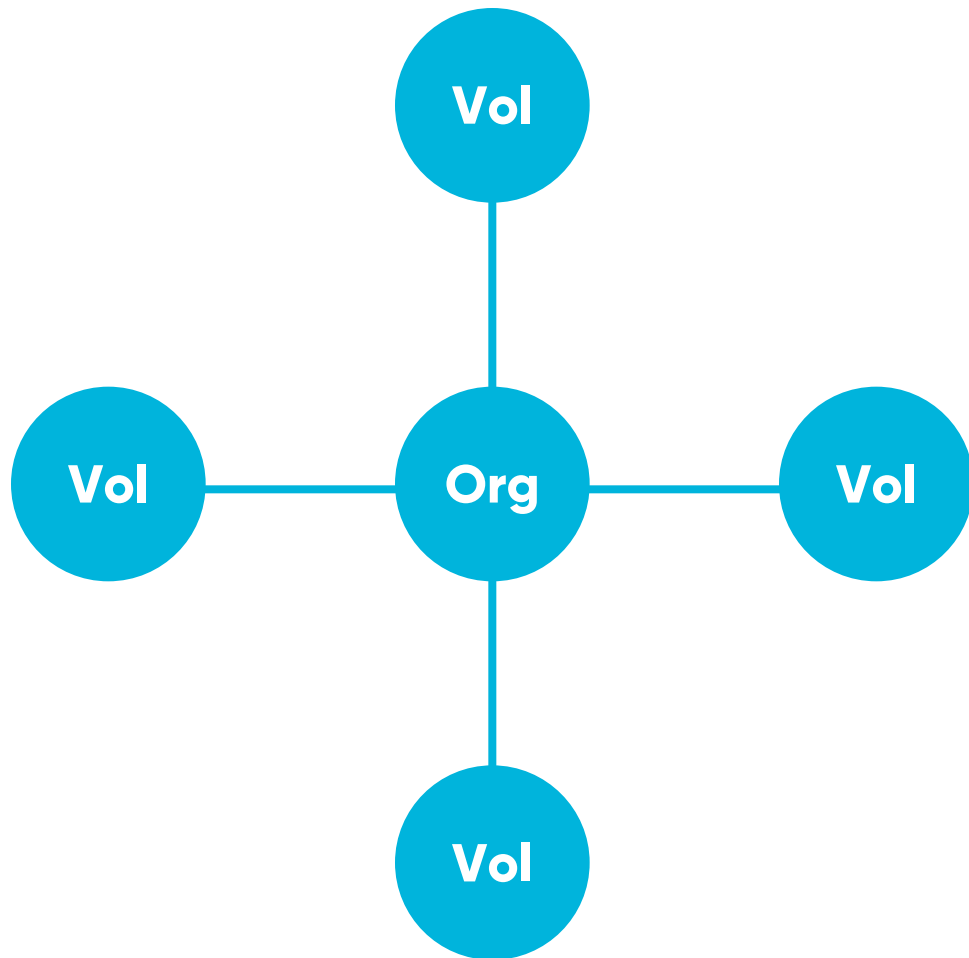




The Snowflake Model

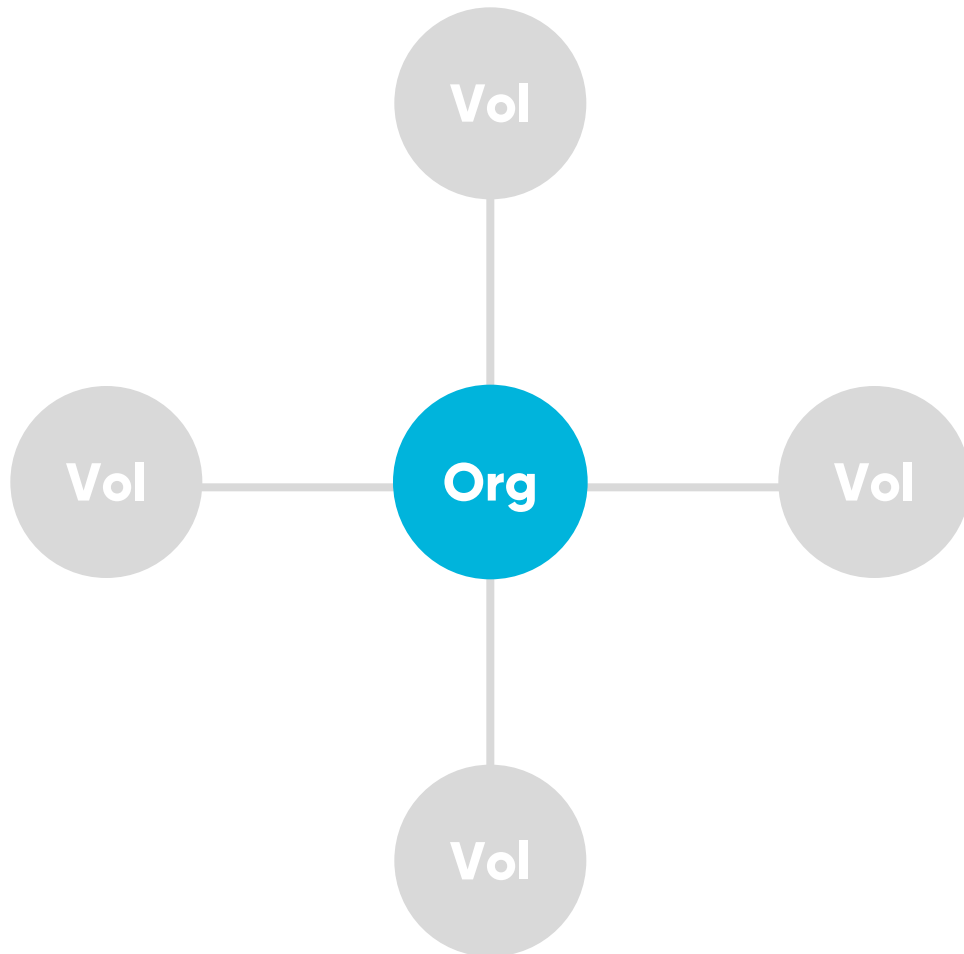


- 1 Structured to empower leadership and delegation of responsibilities.
- 2 Clear lines of communication and coordination.
- 3 Working in harmony to accomplish a unifying goal.



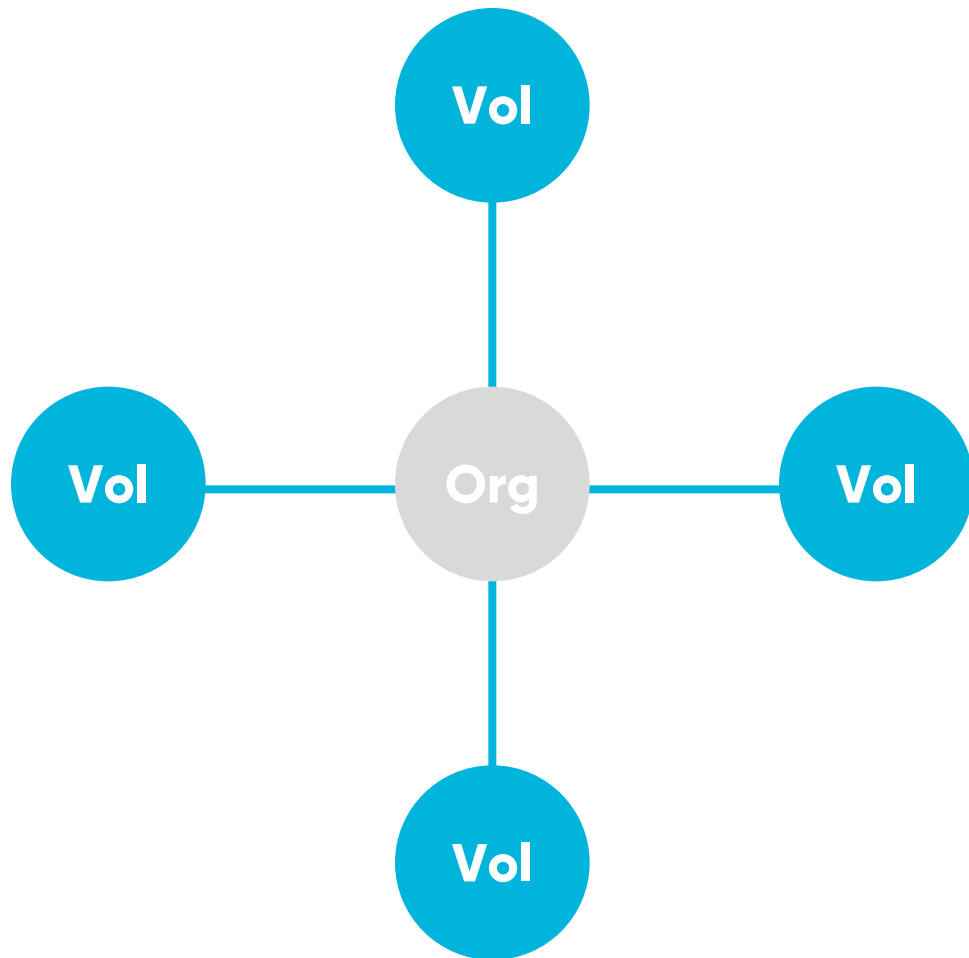
The snowflake structure

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

In what situations do you think you'll most easily share your why?

In what situations do you think it will be more difficult to share your why vulnerably?

What are your key takeaways?



Type in the chat and tweet using #OFAFellows

Weekly assignment: Due Wednesday, August 1

<https://www.ofa.us/get-trained/fellows-resources/>

- 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?
- 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/Summer2-2018

Email fellows@ofa.us with any questions.

Thank you!