

# Building Relationships: Leadership Development

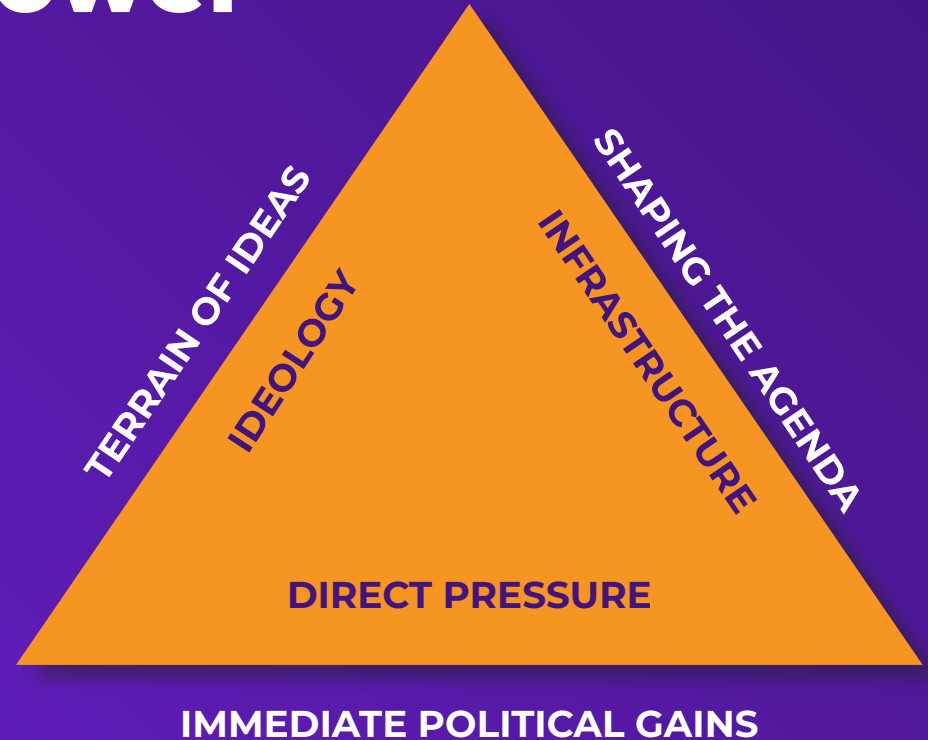
*The first face of power*

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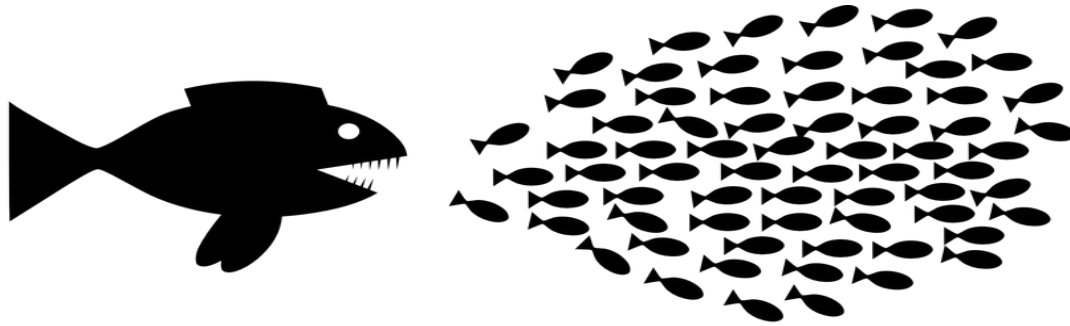
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# Three faces of power

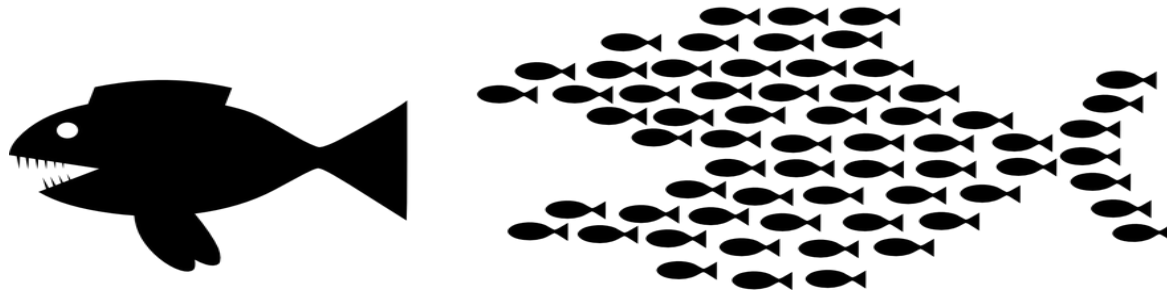
- **FIRST FACE** - Winning immediate political gains through *direct pressure* like signature gathering, lobbying, public meetings, direct action, and strikes.
- **SECOND FACE** - Strong organizations and leaders are the basis for political *infrastructure* that gets our issues on the agenda
- **THIRD FACE** - Developing the political analysis of community leaders to build a shared worldview and *ideology* at the grassroots level



# Base Building



***ORGANIZE!***



**Organizations that aren't  
growing are dying.**

# Principles of Organizing & Leadership Development

**Directly impacted people can lead:**  
People have to take the lead in their own liberation.

**Listen More and talk less:** People have the answers and the knowledge.

**Organize based on local context:** Be relevant to the culture and conditions of the community.

**Education is key:**  
People have the ability to understand their own conditions.



# Base Building

## Defining levels of participation

### Email List

People who have signed on in support of the issue and may take action online.

### Active Members

People who will turn out to an event or share their story.

### Leaders

People who are part of your strategic planning process.



# Leadership

Contact



Supporter



Dependable Participant



Pacesetter



Recognized Leader



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# Organizers Support Leadership Growth





# Leadership Activities

As organizers, we think about how to deepen individuals' and organizations' commitment to our issue by increasing the level of engagement—we often refer to this as a ladder of engagement.



**Recognized Leader:** Board members, leaders involved in many campaigns. Brings others in.

**Pacesetter:** Leaders who chair committees, does outreach, regularly participate in actions and events.

**Dependable Participant:** Involved in an issue committee. Attends multiple activities a year. Does outreach to others.

**Supporter:** e.g. Comes to at least or more actions or activities a per year.

**Contact:** e.g. Someone who signed a petition.

# Motivation

## Interests

- Material needs
- “Self-interest”
- Threats

## Identity

- Sense of community
- Belonging
- Identity group
- Friends & family

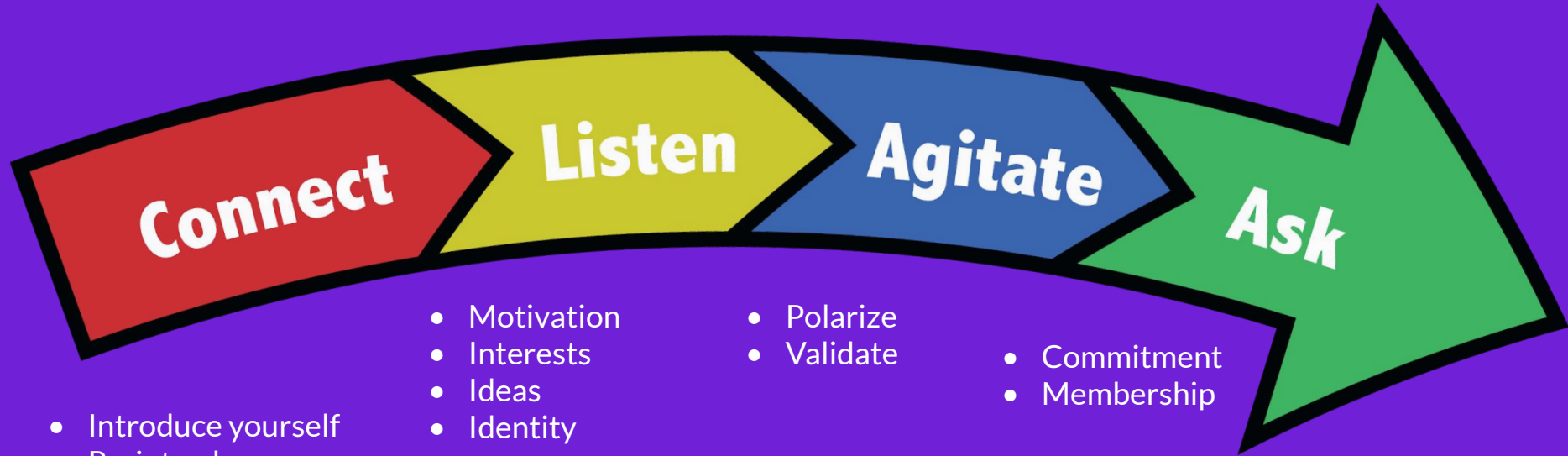


## Ideas

- Values
- Belief System
- Worldview
- Hopes

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# Home Visit



# Other Leadership Development Guidelines

- Evaluate regularly
- Have a system for rotating roles and for training people for new roles
- Leaders should have fun
- Build larger commitments around roles and goals - calendar out a range of activities - with purpose
- Use strong leaders to train others
- Ask leaders to set goals - and then support them to accomplish them



# Activity

Engage Leaders creating roles. Do a 1:1 that results in commitment to taking on a role in the organization. 20 min. in pairs

