ACTIVITY ONE: LIFELINE

It can be hard to “be ourselves” because we don’t always know exactly who we are. This is especially true when we face big changes in our lives. It takes self-awareness, insight and reflection to really learn who we are and to become comfortable and confident with that information. These are tools that strong leaders use to learn from their past and create a vision for their future. Take a few moments to complete three steps that will help you to “know yourself” better.

1. Pick key events and experiences in your life.
   · Examples include victories achieved, crises endured, 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, 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.
ACTIVITY ONE: LIFELINE (continued)

EXAMPLE:
David Novak’s Lifeline

My Lifeline
Make a list of the key events in your life:

________________________________________________________________________

________________________________________________________________________

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ACTIVITY ONE: LIFELINE (continued)

The Ups

What are three specific things you learned about yourself?

The Downs

Which experiences have shaped you the most as a person? Explain.
ACTIVITY TWO: GROW YOURSELF

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. On the left side of the chart below, write four of five words that describe you, such as strengths you possess. For each word of phrase, write down on the right side of the chart a way to be even better in the future.

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

<table>
<thead>
<tr>
<th>What am I today?</th>
<th>How can I be even better tomorrow?</th>
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<tbody>
<tr>
<td></td>
<td>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?)</td>
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EXAMPLE:
David Novak’s Reflections - 2011

<table>
<thead>
<tr>
<th>What am I today?</th>
<th>How can I be even better tomorrow?</th>
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</thead>
<tbody>
<tr>
<td>Passionate / Convicted</td>
<td>Don’t overwhelm / intimidate others</td>
</tr>
<tr>
<td>Creative</td>
<td>Stay focused until job is done!</td>
</tr>
<tr>
<td>Instinctive</td>
<td>Balance with facts / process and discipline</td>
</tr>
<tr>
<td>Driven for results</td>
<td>Instill even more urgency - So what / Now what?</td>
</tr>
<tr>
<td>Striving for balance</td>
<td>More time at home, stay in shape</td>
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</table>
ACTIVITY THREE: THREE **BIG** QUESTIONS

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 BIG questions will help you set BIG goals, and the first job of a successful leader is to have a BIG idea of where you want to lead people.

1. **WHAT'S THE SINGLE BIGGEST THING YOU CAN IMAGINE THAT WILL HELP YOU GROW OR TO CHANGE YOUR LIFE?**

2. **WHO DO YOU NEED TO AFFECT, INFLUENCE OR TAKE WITH YOU TO BE SUCCESSFUL?**

3. **WHAT PERCEPTIONS, HABITS OR BELIEFS DO YOU NEED TO BUILD CHANGE OR REINFORCE TO REACH YOUR GOAL?**
ACTIVITY ONE: BUILD TRUST

It can be tempting to do everything yourself, but to achieve big goals as a leader it is important to bring others along with you. Nobody achieves success alone! You may be surprised at what you can accomplish when you put your faith in other people. They will do things they didn't know they could do, they will become more invested in their work and they will rise to the occasion. Here are some proven ways to establish trust with members of your team:

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!

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

Why is it important to build trust with your team before starting your Lead2Feed project?
ACTIVITY TWO: GET TO KNOW YOUR TEAM

You will learn about your team members and discover how their individual strengths can help the team make big things happen.

Sit in a circle with your team. Take turns sharing information about yourself with your team. You will need your ‘Lifeline’ and your ‘Grow Yourself’ card from Lesson One.

Respond to the following questions:

1. What is one key experience you included on your ‘Lifeline?’ What makes that experience important to you?

2. Refer to the ‘Grow Yourself’ activity from Lesson One: Who are you today? What are some skills you possess that you can bring to the team?

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

4. What is one thing you want to learn or improve as you complete your Lead2Feed project with your team?

5. What are the strengths of your team members that will assist your team in accomplishing big things to address hunger at a local or global level?

Leaders help others be themselves!
Believe in all people. Help people grow and develop their skills. Practice having healthy debates & making healthy choices. Ask them for their ideas.
ACTIVITY THREE: BRAND YOUR TEAM

Before researching the issue of hunger and creating your Lead2Feed project, you will create a team identity. This is an opportunity for your group to combine the individual talents and abilities of each team member into a cohesive, effective team. By creating a team identity, or brand, you are communicating who you are as a team.

Collaborate with your team members to complete the following steps:

Create a team name
Think about how your name communicates who you are as a team.

1. On your own, brainstorm at least 10 possible names for your team.
2. Share the names you have brainstormed with your team members.
3. Select your team name as a group.

Create a team logo or mascot
Think about how you can visually communicate your team name.

1. Brainstorm some ideas with your team.
2. Create a draft of a team logo or mascot.

Create a slogan
This is a way to communicate who you are as a team in the form of a distinctive or catchy phrase. (For example: “Finger-lickin' good” – Kentucky Fried Chicken; “Live Más” – Taco Bell; “Just Do It” – Nike)

Get to know the other teams participating in this challenge with you! There are groups of students all across the country working together to make big things happen and to help end hunger.

Head over to http://lead2feed.com/lessons/lesson-2 and post your team name and slogan. Read what other teams are posting and chat with them about how their teams are developing. Remember, nobody achieves success alone, so start plugging in now with the entire Lead2Feed community!
ACTIVITY ONE: RESEARCH THE ISSUE OF HUNGER

One of the most important things you can do to grow as a leader is to always be learning. In fact, David Novak says that “being an avid learner is the single biggest thing that separates a good leader from a great one.” Having a passion and a desire to learn more about a topic can fuel your own determination and inspire those around you! Let’s use this principle to explore the topic of hunger.

Hunger is a bigger issue than you may realize. People are suffering from hunger every day in your community and around the world. Take time to research hunger and record your most important findings on the chart below. Explore a variety of sources to discover the facts about hunger in the local and global community and the impact hunger has on individuals and groups. (Be sure to explore USA TODAY’s e-Edition for current events and stories relating to hunger and what groups of people are doing to make a difference.)

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ACTIVITY TWO: SO WHAT?  
NOW WHAT?

Leaders do not stop with just seeking out knowledge, they want to analyze and apply that information. They are always asking, “So what, now what?” They want to know why the information is important and how it can be used to make a difference.

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.

<table>
<thead>
<tr>
<th>What does all of this information mean to you and your team?</th>
<th>How can you use this information to help decide where to focus your efforts?</th>
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<tr>
<th>Who might benefit from your help?</th>
<th>Ideas for partner organizations:</th>
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You will collaborate with your team to seek and build know-how about the issue of hunger.
ACTIVITY THREE: ARE YOU DOING ALL YOU CAN TO BUILD KNOW-HOW?

Take a step back. Are you doing all you can to build know-how and expand your knowledge about hunger? Reflecting on what you have done so far is an important skill to acquire on your journey to becoming a stronger leader. Think about the additional knowledge and information you still need in order to understand the issue of hunger and begin your Lead2Feed project.

Reflect and respond to the 3-2-1 reflection grid below:

| 3 | Who are THREE people I know who have some knowledge that will help me with my Lead2Feed project? |
| 2 | What are TWO things I can start doing today that will help my team and me build know-how about the issue of hunger? |
| 1 | What is ONE thing I can do to be sure I am listening with an open mind to the thoughts and ideas of others? |

Why not ask your peers for more information about hunger and how to make a difference? Remember that other student teams just like yours are seeking out information about hunger as well.

Check out http://lead2feed.com/lessons/lesson-3 and share your research. Be sure to view the research that other students are sharing as well so that you can all learn together as a community!
Now that your teams are formed and you have increased your knowledge about the issue of hunger, it is time to use an insight-driven approach to leading people and achieving goals. Using an insight-driven approach means you will use information from your research, personal experiences and the people you take with you to guide your Lead2Feed hunger project.

**On your own:**
Take a few minutes on your own to respond to the questions below. Setting the right goals is the key to achieving success, but many leaders often fall short by setting goals that are not big enough. So think BIG! This Big Goal, positive change or impact should be something that will take time and commitment to complete. Don’t be afraid to dream of how you might change the issue of hunger in our world. Be prepared to share your thoughts and ideas with your team.

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
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<tr>
<td>What is the impact or positive change you want to make with your team hunger project?</td>
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<td>What is the single biggest thing your team can do to help fight hunger?</td>
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<tr>
<td>Describe the outcome you envision when you accomplish your Big Goal. (Ask yourself: Am I thinking big enough? Does it make me a little nervous? Would my peers think it is not just a goal, but a Big Goal?)</td>
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ACTIVITY ONE: DETERMINE YOUR BIG GOAL (continued)

With your team:
Share your thoughts and ideas with your team. Once all team members have shared their thoughts, decide on the Big Goal your team will choose to accomplish. Your Lead2Feed project will be designed to take steps toward reaching this goal!

Be clear about your team’s Big Goal by discussing the problems you have learned about in previous lessons. Remember that leading is about creating a strong vision, but it is also about communicating that vision clearly to those you are taking with you! Consider these questions. What kind of impact do you want to have in your community or around the globe? What kind of change do you want to affect and where? For example, do you want to increase the number of donations to local food pantries? Or, do you want to help a region in Africa that is experiencing crisis?

Write your team's Big Goal in the space below:

Share your Big Goal! Remember that aiming for a BIG GOAL can inspire those around you. Why not create a short video about your big goal and share it at www.lead2feed.com/lessons/lessons-4? You can inspire your peers across the nation who are working with you to combat hunger. Take time to view the other videos posted as well and pick up some of your own inspiration!
ACTIVITY TWO: GENERATE PROJECT IDEAS

Now that you have thought about your Big Goal, it is time for your team to generate ideas for your Lead2Feed project. Your project is an action step you take toward reaching your Big Goal. Think about project ideas that can get you closer to achieving the Big Goal your team has identified.

Make a list of at least 10 project ideas that are big, but possible. You can use your team research, personal experiences and USA TODAY as sources of inspiration for ideas.

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<td>4.</td>
<td>9.</td>
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<td>5.</td>
<td>10.</td>
</tr>
</tbody>
</table>

Are you thinking BIG enough?

Some leaders are afraid to set big goals for fear of failing. Just remember that by striving for greatness you have the opportunity to inspire those around you and learn what the people you lead are really capable of. So keep elaborating and adding more ideas to your list.
ACTIVITY THREE: PROJECT DEVELOPMENT

If your Big Goal comes out of nowhere, you will have a hard time believing in it. You need to have a realistic picture of who you are as an individual, and as a team, in order to understand what you are capable of achieving. A good sense of the knowledge needed to accomplish your goal helps, too! You will determine your team project to align with your Big Goal.

Now that you have brainstormed ideas for your Lead2Feed project, it is time to discuss the merits of the best ideas and choose a project your team can develop. You have to believe it can be done! Refer to your notes from Lessons 1 - 4 as you discuss the questions below and narrow down your project options.

1. Of all the ideas you have brainstormed, which ideas are most appealing?
2. Which ideas can help people who need it?
3. Which ideas allow you to work with a non-profit organization? Remember that in order to submit your Lead2Feed project for the World Hunger Leadership Challenge, you must partner with a 501(c)(3) non-profit organization. You may be wondering what this means...in the simplest terms, a 501(c)(3) is an organization whose earnings do not benefit a private individual and that does not participate in political campaigns or endorsements. You can use a website like charitynavigator.org to help determine if your selected organization meets the requirements.

Once you have thought about and discussed these questions, combine and elaborate on your best ideas to turn them into a project that will help you reach your Big Goal. Describe your project in the space below. As you write down the details of your project, consider the following:

1. How can you make your project idea better?
2. How can you make it align with your Big Goal?

Describe the project idea on which your team would like to take action in order to reach your Big Goal.

Which non-profit organization will you partner with to complete your project?
ACTIVITY ONE: BELIEVE IN YOUR PROJECT

If a leader creates a vision, but doesn’t believe it can be done then people are not likely to follow. If you have a vision, you also have to have the belief as a leader that you can accomplish it with the people you bring with you!

Write a paragraph explaining why you believe your project can be done. Use information and facts you have gathered in your research and from members of your team in order to write a logical argument explaining why your project can be accomplished by you and your team. Once you are finished, read your paragraph to your team members. Be sure to listen to the paragraphs of each of your team members.

Why do I believe this project can be done?
ACTIVITY TWO: CREATE A PEOPLE MAP

Think about who you will need to take with you in order to achieve your Big Goal. The bottom line of David Novak's book, *Taking People With You*, is that we all, even great leaders, need people to help us along the way. You will never accomplish anything big as a leader if you try to do it alone. Think about the people you will most need and who will be interested to help you reach your Big Goal. Work with your team to include these individuals and groups on your People Map.

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. Write the groups and individuals you will need to bring with you in the rectangles surrounding your Big Goal. Be sure to include your team name in one of the rectangles. (Think broadly about who to include on your People Map. For example, local non-profit organizations, people in your life, other groups in your school, etc.). Add more boxes as needed.
ACTIVITY TWO: CREATE A PEOPLE MAP (continued)

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

WHY IS IT IMPORTANT TO TAKE PEOPLE WITH YOU AS YOU SET OUT TO ACHIEVE YOUR BIG GOAL?

HOW CAN YOU REMAIN OPEN TO NEW IDEAS AND PEOPLE WITH WHOM YOU WORK?
ACTIVITY THREE: SELF-REFLECTION

The following four summary statements are some of the key lessons we have learned so far. These lessons will help you take people with you and get you into the leadership mindset:

1. Being yourself is the best way to exhibit the kind of integrity a leader needs in order to get people to follow.
2. Being an avid learner means that you prioritize knowledge and ideas over ego. Doing this will make you more open to hearing and respecting the ideas of others.
3. You unleash the power of people by believing in them, in their good intentions and in their capacities to succeed.
4. You have to believe in your own capacity to get big things done.

Remember that reflection is an important tool that leaders use to help them grow as individuals. Take a few moments to reflect on the questions below.

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<tr>
<td><strong>3</strong></td>
<td>What are the THREE biggest personal “Aha!” moments you have encountered while participating in the Lead2Feed program so far?</td>
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<td><strong>2</strong></td>
<td>What are TWO specific areas in your life that, if you worked on them, would have the greatest positive impact on your Big Goal or team hunger project? Explain why.</td>
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<tr>
<td><strong>1</strong></td>
<td>What is ONE thing you will start doing differently today as a result of what you have learned in the Lead2Feed program so far?</td>
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ACTIVITY ONE: CREATE A VISION

Your vision is what the future will look like when you achieve your Big Goal, including the benefits and outcomes that will take place. Think about your Lead2Feed project. Think about what will happen if you launch your project and it becomes a big success. Think about the positive changes that will take place and what you will need to do to make those changes happen. Imagine you are watching a YouTube video about your successful project and what the highlights of that video might be. Great leaders create a vision for the future and communicate it with others in order to help explain their Big Goal. People are often motivated to join in as well!

Work with your team to create a clear vision for your Lead2Feed project that will inspire your team and encourage others to join in. Discuss the questions below and record your team responses.

1. What positive change(s) will happen when we complete our Lead2Feed project and accomplish our Big Goal?

2. How will that positive change look?

3. What will that positive change feel like for everyone involved in or touched by our project?
ACTIVITY ONE: CREATE A VISION (continued)

After answering the questions on the previous page, you are now ready to create a clear and concise statement of your vision. Visualize what the future will look like when you have achieved your big goal and use that image to describe your vision in three to four sentences. In the box below, record your vision. You may wish to add images or symbols to enhance your vision.

Once you have completed your vision, look back at your people map. Share the summary of your vision with these groups. Remember that a good leader can communicate their vision clearly and inspire others to join them as they work to reach a Big Goal!

My Vision

**Personal reflection:** Take a few moments and outline the parts of your team’s vision that are most important to you. Explain why these parts of your vision matter to you the most. This will help you to personalize your team vision.
ACTIVITY TWO: CREATE AN ACTION PLAN

It is one thing to say you want to do something; it is another thing to back your words with action. Once your team has communicated a clear vision of what they want to accomplish and how they will accomplish it, the next step is to put a structure in place that will help to make it happen. With your team, clearly identify where you are going and what you want to accomplish. This is your strategy and it will help you switch from talking to doing.

Think about the tasks that are needed to complete your project, who will perform those tasks and what special skills you can offer to the group. Work with your team to create a checklist of the tasks that must be completed.

For each task identify a deadline, who will need to complete the task and the first action steps to get started. Many of your tasks will involve connecting with specific people you have identified on your People Map. Once your team has completed an action plan, note the tasks for which you are responsible.

*Strategy note: Remember the final submission deadline for the Lead2Feed project is April 11, 2014. Determine when you must complete your Lead2Feed project in order to meet the submission deadline. Use a calendar and work backwards from that date to help structure your action plan.

<table>
<thead>
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<th>Task</th>
<th>Deadline</th>
<th>Who</th>
<th>First Steps</th>
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ACTIVITY TWO: CREATE AN ACTION PLAN (continued)

Define individual roles on your team
You may have noticed that different people on your team have different interests and skills. Think about who is interested in contributing to and/or leading different tasks. Work with your team to discuss what role each member will fill in order to complete your team’s action plan. Use the chart below to define and explain each role.

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<th>Team Member</th>
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<th>Explanation of Duties</th>
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Once you have worked with your team to define individual roles, think about your role(s) and how you feel about them. Respond to the questions below and be prepared to share your responses with your team members. Once you have listened to each team member share, change and adjust your defined roles as necessary.

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

Do you think you will be able to use your skills and interests to help the team complete your Lead2Feed project? Would you like to change and adjust your role?
You will create a list of criteria to define a successful team culture as you complete your Lead2Feed project.

**ACTIVITY THREE: DEFINE HOW WE WIN TOGETHER**

As a leader on your team, think about creating a culture that makes people feel supported and appreciated. Just as you created a vision for your Lead2Feed project, create a vision for how your team will operate and interact with one another. Remember that all people want to know they are important and want to have fun while they are working on a task.

Work with your team to create a list of some principles or criteria that will define a successful culture for your team. List at least three principles or criteria – the more, the better. Make sure your list is relevant to you and that it inspires your team to achieve results. (Some examples include: We genuinely believe in everyone on our team. We recognize people who help us with a personal note. We celebrate small and large successes throughout the duration of our project. We really listen to one another. We are always encouraging one another. We stay connected through Facebook and Twitter. We go out for pizza to talk about our project.

**SUCCESS means:**

Want to know the tasks that other student teams are working on to complete their projects? Check out www.lead2feed.com/lessons/lesson-6 and visit the message boards. Here you can share your project plans, view other plans and receive and share feedback with one another. You may find discover some great ideas to help you complete your own project!
Effective leaders know how to get people on board. They are able to share their vision with anyone at any time.

Create an “elevator speech” so that you can practice communicating your vision to others. An elevator speech is a short and to-the-point way for you to tell someone about your Lead2Feed project vision in less than one minute. The goal of your elevator speech is to help others see the positive change that your Big Goal will have in the future. Try to be persuasive and personalize it so that listeners clearly understand your vision and are excited about your project.

**Directions:**
1. Write some specific details you will mention in your “elevator speech.” Be persuasive and personalize your speech so that others clearly understand your vision and feel excited about your project!
2. Pair up with a partner from a different team and share your speech in order to communicate your personalized team vision.
3. Ask your partner, “What do you think? or, “Would you do anything differently if you were me?” Take turns providing feedback to one another about the projects and speeches.
4. Revise your speech based on the feedback you receive. You may want to try a different way of personalizing your speech or include more details about your vision.
5. Pair up with a new partner from another group and repeat steps two through four. Continue to share your vision with different people. You will improve your personalized vision and you may find that some people will be interested in helping you with your project!

**CHECK IN!**
Practice your elevator pitch by recording a short video of it. Add your video to www.lead2feed.com/lessons/lesson-7 and be inspired by the visions being shared by all of your peers!

**Notes on personalizing my team’s vision:**
ACTIVITY TWO: GAINING ALIGNMENT
SELF-REFLECTION

You have now taken time to create and communicate your vision for your Lead2Feed project. As you practiced your “elevator speech,” you received feedback and ideas about how to personalize and communicate your vision.

You will use what you have learned to gain alignment for your project with your target audience. Gaining alignment means getting people on board to help make your vision happen. It involves engaging with, asking for and listening to others and then using the feedback and ideas to make your project even better. Alignment is very important as a leader. It helps you to know your target audience better and bring them along with you to reach your vision. By gaining alignment, your great idea will become even greater and more effective.

1. Did you gain any new ideas for your project from others that are useful for you or your team? Explain.

2. How effective were you in sharing your vision? How will you improve your “elevator speech?”

3. Were you able to clearly explain why you want to accomplish your vision? Explain.

4. Now that you have shared your vision with others and received their feedback, what is most exciting to you about your team's Lead2Feed project? Why?
ACTIVITY THREE: SELF-REFLECTION

You will reflect upon your team experience in order to determine how you can improve in your role on the team.

The following summary statements are intended to remind you how the lessons of this program encourage you to take people with you and to instill a leadership mindset:

- Every leader needs a plan to get big things done.
- You will build a better plan if you start out with a compelling vision for the future.
- A culture where everyone wins together is going to make it possible for you and your team to accomplish your Big Goal. To truly motivate people, you need to create a culture where all members know they count, feel appreciated and are respected.

Keeping these statements in mind, respond to the following questions:

What are the biggest personal “Aha!” moments you have experienced as a member of your team?

________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________

What will you do differently today as a result of what you have learned about being a part of a team, so that you may successfully complete your Lead2Feed project?

________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
ACTIVITY ONE: 6.5 SECONDS THAT MATTER

Leaders of big companies invest a lot of money into getting the message out about their organization and their vision. You too need to market your Big Goal and project in the same dynamic way that a company would market a new product. This means keeping your Big Goal front and center in the minds of your target audience. You need to get their attention, convince them of your project’s importance and engage them to be part of it.

Good ads are emotional and memorable; they are relatable and address a need of their target audience. These ads also drive their audience to action. According to Howard Draft, chairman and CEO of one of the world’s largest communication agencies, Draftfcb, people will give you 6.5 seconds (on average) to capture their attention. In the midst of media consumption (TV, computer, texting, music, etc.) people will generally give you a small window of time to share your message and to grab their attention.

Directions:
Explore articles and ads in USA TODAY to identify elements that engage readers to find out more or to take action. What are good “hooks” that get you to read the article or ad? If you only read for 6.5 seconds, what grabs your attention and makes you want to read more? What encourages you to take action?

Share with your team an example of an article or an ad that you find most effective. List the elements you find most engaging. Explain why you find these elements engaging.

1. Write the title of the article or ad: __________________________________________________________
   __________________________________________________________

2. List effective elements: _______________________________________________________________
   ______________________________________________________________

3. Explain why elements are effective: ____________________________________________________
   ______________________________________________________________
ACTIVITY TWO: CREATE AN AD

It is time to design an ad of your own. Using examples from articles and ads in USA TODAY, social media sites and other sources as models, create an ad for your project. Your “ad” can be anything used to draw attention to your project. Use the step-by-step suggestions below to develop the message for your ad. Sketch an ad on a team sheet. Then decide which method(s) you will use to distribute your ad.

Message

Our headline or hook is:

Our target audience is:

The problem we are trying to solve is:

The solution we are proposing is (our project):

We are asking people to (call to action):
ACTIVITY TWO: CREATE AN AD (continued)

Method

The method you use to spread your message may include a Facebook page, tweets, a video on YouTube, a blog post, flyers at your school, announcements in the classroom, emails or an article you submit to a local news outlet.

Consider creating an ad that can be used in multiple places at once.

The methods we will use:

Leaders get the word out!

Use the content you created for one ad in as many places as possible. Content from a single ad can be turned into an article or blog post, a podcast or radio spot, a video and more!

Remember there are students all across the nation working together to end hunger. That means there are a lot of creative minds working together on this one goal. Spend some time at www.lead2feed.com/lessons/lesson-8 and share the methods you are using to get the word out about your project. You are likely to find new methods and outlets that you never thought of using for your own project!
ACTIVITY THREE: LAUNCH YOUR AD

When you are ready, launch your ad and go public with your project! Take action to make your ad successful. Share what you created on lead2feed.com, facebook.com/lead2feed or tweet @LeadtoFeed!

Sometimes, even with a good idea and a good plan, things don't turn out the way you planned. If your ad is not successful, talk about it with your team and diagnose the problems. Come up with a new plan — both about why the last idea did not work and about how the new plan will be different — and then go public.

Create a list of ways to reach your target audience more effectively. (This is a great time to refer to your People Map to be sure you are remembering everyone you will want to reach.) This may include sharing the ad in new places or creating a follow-up ad. Be sure to regularly update your audience about the project.

Ways to reach your target audience:
ACTIVITY ONE: TRACK PROGRESS AND MEASURE YOUR PROJECT

Measuring how you are doing is a great way to keep a successful project on track. It is also important to identify ways to overcome barriers to success as they emerge. Leaders are always aware of how their project is progressing and are able to adapt and overcome obstacles as they are encountered. As you work through your project, you want to ensure you are using all of the information available to track your progress and to show appreciation for the people who help you along the way.

If you are doing a good job measuring your progress and the benchmarks of success are clear, then everyone will know when progress is made. Set benchmarks – specific numerical goals – for your project and display how close you are to reaching your Big Goal. On a team sheet, write down the number and benchmark goals for those key aspects of your project that you need to measure.

<table>
<thead>
<tr>
<th>Measurement</th>
<th>Progress</th>
<th>Benchmark Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funds raised</td>
<td>$50.00</td>
<td>$100.00</td>
</tr>
<tr>
<td>Facebook event RSVPs</td>
<td>125 RSVPs</td>
<td>500 RSVPs</td>
</tr>
<tr>
<td>Cans collected</td>
<td>850 cans</td>
<td>1,000 cans</td>
</tr>
</tbody>
</table>

Leaders track progress!
Success is not a single number, but a collection of numbers that add up to achieving your Big Goal. Think about what mini goals will contribute to your Big Goal.
Every big project encounters barriers. Successful leaders are not stopped by these barriers; rather they face them head on and discover new ways to overcome them. If you think carefully about those barriers, you have a good chance of overcoming them. Looking at the progress you measured in Activity One, list some potential barriers to success below. Next to this list, write at least one way you can overcome each barrier.

### ACTIVITY TWO: OVERCOMING BARRIERS TO SUCCESS

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Action idea to overcome barrier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ex. We need to reach 25 more students to participate in the challenge.</td>
<td>Each team member will recruit at least five more people to sign up.</td>
</tr>
<tr>
<td>Ex. We still need to two more media outlets to run the story.</td>
<td>We will e-mail and call different people working in media.</td>
</tr>
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<td></td>
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</tbody>
</table>

**Leaders overcome obstacles!**

When someone says, "It can’t be done," listen and try to understand why. Incorporate any valid objections into your new plan. Listen, then lead!
You will reflect on the people who have helped you so far and determine how you can recognize them.

ACTIVITY THREE: SELF-REFLECTION & RECOGNITION

Remember that leaders don’t achieve success on their own. You may notice that different people from your People Map have played different roles in helping you make measurable progress on your project. Take a moment to think about the people who have been helpful to you so far as you have worked towards your Big Goal. How will you show your appreciation for their support?

1. WHO HAS HELPED AND HOW? (ARE THERE PEOPLE BEYOND YOUR TEAM WHO HAVE PROVIDED KNOWLEDGE, IDEAS, SUPPORT, ASSISTANCE OR EVEN A ‘LIKE’ ON YOUR FACEBOOK PAGE?)

2. HOW MIGHT YOU RECOGNIZE THE PEOPLE WHO HAVE HELPED YOU?

3. WHAT ACTION STEPS WILL YOU TAKE TO FOLLOW UP ON RECOGNIZING THE PEOPLE YOU HAVE IDENTIFIED?
THE CHANGE IS NEVER OVER

ACTIVITY ONE: REVIEWING YOUR PROJECT

In order to make change happen, you must keep your Big Goal front and center in your own mind and in the minds of your target audience. The three best ways to keep this focus are through persistence, constant communication, and playing like you are behind, even when you are not.

Becoming a leader can be a difficult but rewarding journey and during this project, you have gained many leadership tools you can carry with you throughout your life. Taking some time to reflect on the process and all you have learned will help solidify your growth.

As a team, review your project and respond to the following questions:

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are there any new measurements or benchmarks you have reached?</td>
<td></td>
</tr>
<tr>
<td>What is next for your project and team?</td>
<td></td>
</tr>
<tr>
<td>What steps need to be taken to sustain the impact of your project on fighting hunger?</td>
<td></td>
</tr>
</tbody>
</table>
Real success comes from recognizing that there is always more to know and more to do. The change is never over.

- It is not just what you say, it is how you say it. You have to sell people on your goal. Market the change in the same way you would if you were selling a new product to a customer. The more compelling you make it for people, the more willing they will be to help you accomplish your Big Goal.
- With any goal, there are barriers to success you will need to overcome. You have to make sure you have heard from everyone about what they think the issues are because they might see things that you do not see.
- You need to measure the progress you make toward achieving your goal to make sure you are on the right track. Recognizing the progress you are making along the way and those who are doing an outstanding job will motivate people to see it through.
- Real success comes from recognizing that there is always more to know and more to do and that a leader can never let up. The change is never over and that applies equally to building a project and growing yourself as a person.

Keeping the summary above in mind, respond to the following questions:

<table>
<thead>
<tr>
<th></th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>What “Aha!” moments have you encountered while working on your project in the last few lessons?</td>
</tr>
<tr>
<td>2</td>
<td>So what? Now what? What will you start doing differently tomorrow as a result of what you have learned in this section?</td>
</tr>
<tr>
<td>3</td>
<td>Share any new measurements or benchmarks your team has reached.</td>
</tr>
<tr>
<td>4</td>
<td>Create a Team Lifeline for your project. What were the highs and lows as your team worked toward your Big Goal?</td>
</tr>
</tbody>
</table>

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ACTIVITY TWO: CELEBRATE AND RECOGNIZE

You will celebrate as a team and recognize those who have helped you take steps toward reaching your Big Goal.

Great leaders grow their organizations by recognizing the people who helped achieve success. Because of that, celebrations are essential! They are shared experiences that keep people motivated and invested in achieving your Big Goal. What can you do as a team to celebrate what you have accomplished so far? You may create something unique and symbolic, like writing a note of appreciation to each team member.

Notes of appreciation

Thank you!

Celebrate with the entire Lead2Feed community. Head over to www.lead2feed.com/lessons/lesson-10 and give a shout-out to one or more of your team members from your project. You can submit a short video or simply post a message in the message board. Celebrating together will help inspire one another to continue working as leaders!
ACTIVITY THREE: SELF-REFLECTION

Tomorrow is the first day!

Now that you have completed a series of activities to accomplish your Big Goal to fight hunger as part of a team, use those same principles to grow or change your life. Complete the circle and sustain leadership development in your own life. Now that you have developed your leadership skills, put your new skills and tools to use.

In lesson one, you answered three BIG questions. Look at that activity again and add to or change your answers. As you answer these questions again, think ahead to other projects you may want to complete as a class or on your own to help others in your community!

What is the single biggest thing you can imagine that will help you grow or change your life?

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

What perceptions, habits or beliefs do you need to build, change or reinforce to reach your goal?
Tomorrow is the first day!

Are you ready to submit your project for a World Hunger Leadership Challenge award? If so, make sure you and your teacher have reviewed thoroughly all of the challenge guidelines located at Lead2feed.com. This is your opportunity to win funding for your hunger project charity. This way your project will have an even bigger effect on your achieving your Big Goal.

### Project submission checklist

In order to submit your project to the World Hunger Leadership Challenge please be sure:

- You have worked in teams of at least three. (There is no limit to the size of the team.)
- A teacher or adult advisor has worked with your team. (A teacher/advisor can work with more than one team.)
- You have completed all ten Lead2Feed lessons.
- Your teacher or adult advisor has completed all three checkpoints in lessons two, six and nine.
- The non-profit organization with which you have partnered is a 501(c)(3). Non-profit status MUST be verified by submitting a copy of the text verification form in the teacher checkpoint in lesson six.
- A written overview of your project is between 500-1,000 words and typed. (Acceptable file formats are listed on Lead2Feed.com.)
- The final project submission includes all of the following:
  - An online entry form submitted by a teacher or adult advisor.
  - The written overview of the team project, including:
    - Identification of the 501(c)(3) non-profit organization that your team supports.
    - A statement of the team's goal. This is not your Big Goal, but your actual project goal. (Refer to lessons four and five.)
    - A description of your proposed solution and action plan. (Refer lessons five and six.)
    - A statement of quantifiable results to date (i.e. how you made a difference in your chosen community; such as meals served, cans collected, hours donated, Facebook 'likes', families served from an urban garden, etc.) (Refer to lesson nine.)
- You understand the criteria that will be used to judge all eligible entries include:
  - **Demonstration of “Strategy, Structure and Culture.”** (Refer to lessons six through eight.)
    - **Strategy:** Clearly states your goal and action plan.
    - **Structure:** Shows effective use of the right resources and processes to meet your goal and execute your plan.
    - **Culture:** Demonstrates how you created a supportive, engaging and encouraging team environment.
  - **Creativity and innovation of the solution** (Refer to lessons four through nine.)
  - **Impact on ending hunger:** projected and/or actual results. (Refer to lessons nine and ten.)
- Final project is submitted by April 11, 2014. (Winning teams will be announced on or about May 15, 2014.)
- Your teacher or advisor has referred to Lead2Feed.com for all rules and regulations about the final project submission.