Fall Workshop: 2015 Kickoff

October 20, 2015
Springfield, IL
Dynamic Leadership!
Jim Atkinson, CEO
H-A-P-P-Y!!! Productions, Inc.
From Strategies to Actions
From Strategies to Actions

• Filling your Bag of Tricks
From Strategies to Actions

• What are the principles that you will immediately add to your bag?

• How can you implement these principles in your personal life?

• How can these principles, help you address your professional challenges?
From Strategies to Actions

Draw your bag of tricks. What goes in it?

What does your success look like?
Create Your Own Project Director’s Survival Kit
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Activity Overview
• Survival Kit
• Home Team
• Facilitator
• Recorder
• Information Stations
Create Your Own Project Director’s Survival Kit

Information Stations

• On-the-Spot Data Collection
• Unexpected Schedule Changes
• Staffing Outages
• Safety, Security, and Emergency Situations
• Space Issues
• Free Snack Ideas
• Supplies
• Engaging Family & Community
Create Your Own Project Director’s Survival Kit

Organize the Home Team

• Choose a Recorder
• Select a Second Topic
• Facilitator Opens Information Station
• Everyone Creates Survival Kit
Create Your Own Project Director’s Survival Kit

Information Collection Process

• Round 1: Home Team Station
• Round 2: Second Topic Station
• Home Team Share-Out
Create Your Own Project Director’s Survival Kit

Activity Debrief

• Takeaways
• Future Use
• Resources
Program Marketing 101

Elevator Speech – a tool for quickly sharing information about your program to bolster support, get the word out, engage participation, secure funding.
Program Marketing 101

Elevator Speech

Imagine being in an elevator from the 15th floor down to the 1st floor with

- your school superintendent,
- a local news reporter,
- the PTA/PTO president, or
- Bill Gates.
Program Marketing 101

Elevator Speech

Work with your home team to create an elevator speech that

• is compelling and
• can be delivered in one (1) minute or less.
2015 Fall Workshop Survey

Your feedback is important to us!

You will receive the 2015 Fall Workshop Survey within 24 hours. The survey will come via email from kterry@air.org.

Thank you in advance for completing the survey.
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