



Leadership Training 102:

**KEYS TO EFFECTIVE ACTION
AND CAMPAIGNS**

To stay together (and grow!)
a group needs to
ACT TOGETHER and feel **EFFECTIVE**



Every group can do this!

Whether planning for a simple meeting or an ongoing campaign, at each level the same questions are answered

- ✓ **What is the goal?**
- ✓ **Who needs to be here?**
- ✓ **What are the steps?**
- ✓ **What is victory?**



Each of these questions is important!

It may be 10 minute conversation
or 2 month investigation, but

EACH STEP MUST BE VISITED.

If not, we are not credible
and we waste people's time & energy.

At each step,
if the answers are positive,
Congratulations! Move on!



If they are not, **STOP!!!**

Let's consider successful examples of this process in action.....



What is an example of success from your chapter's work?











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**What happened to help
this process be
successful?**



FIVE LEVELS OF MEETINGS WERE HELD

- ✓ *WITH SELF*
- ✓ *WITH CHAPTER*
- ✓ *WITH ALLIES TO PLAN*
- ✓ *WITH TARGET DECISION MAKERS*
- ✓ *WITH ALLIES TO EVALUATE, CELEBRATE & MOTIVATE*

EACH MEETING ANSWERED THE
4 CRUCIAL QUESTIONS



Pat has an idea – and meets with himself.

Before He Acts

Pat asks himself the important questions:

What is my goal? Do I want to do this? Do I need to do this? Can I do this? What happens if this succeeds? What if it fails?

Who else needs to be here to reach that goal?

Who do I want to work with me on this? Who would want to?

What are the steps I need to take? Check with chapter leadership to present my concern and ask for it to be addressed at the next meeting. Prepare presentation to chapter.

What is victory for me? The chapter decides to help this vet in some way.



The Chapter Meets



They honestly and respectfully go through the questions to see if the project meets chapter goals.

The Chapter asks the Important Questions:

What is our goal in this project? Can we do this?

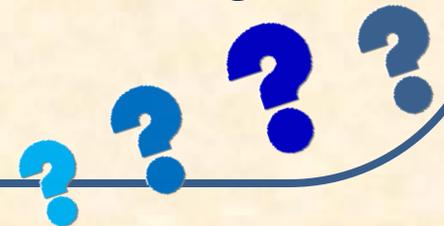
Is it winnable? Does it help the chapter grow? Does it help us meet our larger goals? What are the risks?

Who else needs to be here for us to reach that

goal? Who cares? Is there a base of people who are really interested? Who is already addressing this?

What are the steps we need to take? How can we do this? What do we need to know? Who do we need to influence? What allies can make us successful in this action?

What is victory for us? The right people are brought together to carry out effective action.



The Chapter Meets with Allies



Together, they create an informed plan

The Group asks the Important Questions:

What is the goal? Why is it happening? What needs are unaddressed? Can we define a core problem? What is possible? Do we have a clear, practical solution? Can we work together?

Who needs to be here? Who are the right decision makers? What opponents will you face? Who do we know who knows these people?

What are the steps? Set steps you can measure for success. Timeline & responsibilities. Do we need more data? Clear assignment of who is doing which parts of the plan, how it will be coordinated, reporting back, accountability

What is victory? We develop and carry out our plan.



The Group Meet with their Targets



The Group asks the Important Questions:

What is the goal? How can we tie our concerns to the passion or self interest of this person? Why should they care? What can we offer them?

Who needs to be here? Who is the best spokesperson of our group? Do we need anyone else to be here? Do we want media presence?

What are the steps? Do we have a clear yes/no request? Can we back it up with clear data and stories? Did we maintain control in the meeting? Did we get a clear commitment?

What is victory? We feel empowered. The target is educated on problem and our intentions. The target supports our request. The target implements our solution.



The Chapter and Allies Meet



They evaluate each success, celebrate, and carry their energy forward!

The Group asks the Important Questions:

What is the goal? Assess progress, celebrate success, determine next steps.

Who needs to be here? Did we let everyone know who helped us get there? Did we THANK THEM? Did we miss any potential allies? Did we gain any new allies?

What are the steps? Did the community hear you are an effective organization with important goals? Is there more work for us to do? Did we learn anything new?

What is victory? Ability to move forward toward a larger goal.



Your questions and discussion!

Thank You! Congratulations!

Invite us to bring this to your chapter!

