

# Community Leadership Development

*Positioning you for influence and success by strategically establishing key team members within your targeted community*

Step 1 of 5	How	Why
Identify your company's and key team members' values and goals	<ul style="list-style-type: none"> <li>With your team and key team members, identify values and long-term community goals that also serve business goals</li> <li>Workshop existing values and goals to ensure they reflect company intentions</li> </ul>	Strong and tested values are the foundation of meaningful and successful external engagement
Step 2 of 5	How	Why
Take stock of existing community engagement	<ul style="list-style-type: none"> <li>Review and assess existing community engagement, its role in the company, and the impact that has been achieved so far</li> <li>Discuss successes and challenges of existing efforts</li> </ul>	To know where we're going we first have to know where we've been
Step 3 of 5	How	Why
Analyze target community and identify opportunities	<ul style="list-style-type: none"> <li>Conduct external Groundtruthing™ to get a lay of the land and vet potential partners</li> <li>Compare findings to company goals to identify opportunities for engagement</li> </ul>	Every community is different and requires unique engagement
Step 4 of 5	How	Why
Facilitate partnership development	<ul style="list-style-type: none"> <li>Choose which opportunities to prioritize</li> <li>Facilitate partnership development by:               <ul style="list-style-type: none"> <li>Crafting outreach strategies</li> <li>Preparing key team members</li> <li>Making introductions</li> <li>Managing the dialogue</li> </ul> </li> </ul>	Not all community groups are looking for new members, but that doesn't mean they can't be convinced to welcome the right kind of new member
Step 5 of 5	How	Why
Train and support public facing team members	<ul style="list-style-type: none"> <li>Coaching sessions on how to get the most out of positions secured</li> </ul>	We will show your team members how to make the most out of their new positions

**Result:** Key team members positioned within the target community and trained to leverage that position and establish your company as an integral community leader