

Activist Training Institute

September 12, 2009

Base-Building
And
Leadership Development

The People are the Makers of History

Agenda

1. Review from last session
2. Review of base building plans
3. Outreach
 - Cold contact outreach
 - The Rap
 - Pushbacks
4. Leadership development
 - Working as a Team
 - Why is leadership necessary?
 - Self-assessment
 - One on ones
 - Leadership model for ATI
5. Debrief the Day & Next Steps

Learning Objectives

Participants will

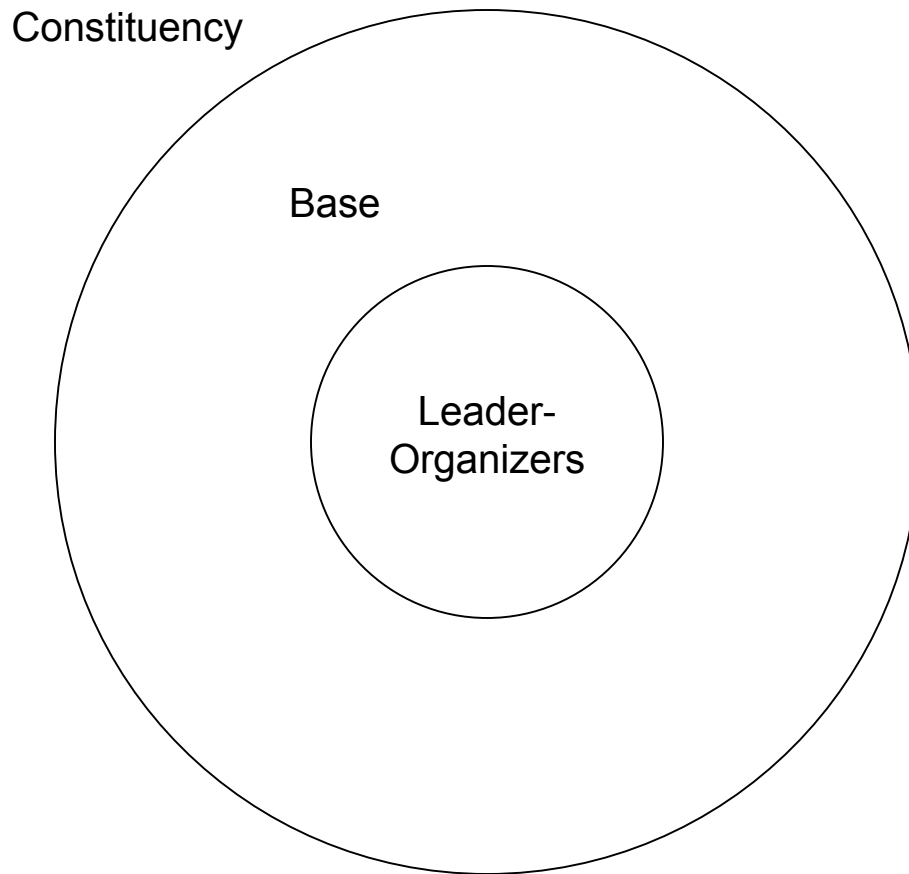
1. Review base building plans as a way to better understand base building.
2. Continue exploring the “people” part of organizing by practicing outreach.
3. Identify potential challenges and responses in doing outreach.
4. Continue exploring leadership development of oneself and of others by practicing one on ones.

Review: Organizing

Organizing is a *process* that builds the collective power of the people. It includes:

1. working with ***people***
 - bringing them together
 - forming networks based on shared values & mutual support
 - developing leadership
2. developing an ***analysis*** of society and of how to make change
 - promoting this analysis
 - collectively determining issues and plans
3. engaging in ***collective action*** to realize change
4. building ***organizations*** that are democratic and accountable institutions that embody people power

More Review: Constituency Circles



Base building is about reaching out to the constituency to expand and grow the base.

Homework Presentation

1. Take about 10 minutes to work with your group to prepare a presentation about your base building plan. Use flip chart if necessary. Relate your plan to your constituency map.
2. Present to the whole group. Everyone will provide feedback.

Base-Building Plan (review)

People Goals: People reached, Base, Members, Leaders

Outreach: When, How Often, How

Ex. Tabling in main quad every Friday

Follow-Up: When, How

Ex. Call all people from tabling sign-in sheet within a week about upcoming activities

Events/Activities: What, How Often, When

Ex. Boba Night every Friday

Plug-Ins: What

Ex. Help make signs for next action

Facilitator Notes
Lead in to cold contact outreach

Doing outreach: cold contact

Cold contact outreach =

Talking to or contacting people from your constituency for the first time

Facilitator Notes
Lead in to the Rap

Cold Contact Practice

1. Get into trios. Pick one of the given issues to focus on.
2. In your group create a rap sheet with a hypothetical target.
3. Get together with someone not in your issue group and practice your rap on them.
4. Give 5 minutes for each person to practice. And then take 5 minutes at the end to give each other feedback. *For the person being talked to, don't be too resistant.*
5. Come back to the big group and share learnings.

Doing outreach: pushbacks

1. Pick a partner, someone you haven't worked with much, and pick a pushback from the list.
2. Role play the scenario, trying different response strategies.
3. Switch roles so your partner can also practice.

Facilitator Notes
Base Building Discussion

Shared Leadership: Teamwork

1. Remember the learnings from the geese story, leadership quotes, and animal attributes in this next activity.
2. Work together to build your ideal community (3-D!) using the supplies provided.
3. Every 5 minutes, 2 people will sit out as observers to assess the process of the team. They will not be able to talk during that time. When they re-enter the group, they may use their observations in any way they see fit.



Geese Story (revisited)

As each goose flaps its wings, it creates an “uplift” for the bird following. By flying in a “V” formation, the whole flock adds 71% more flying range than if each bird flew alone.

When the lead goose gets tired, it rotates back into the formation and another goose flies at the point position.

The geese in formation honk from behind to encourage those up front to keep up their speed.

When a goose gets sick or wounded or shot down, two geese drop out of formation and follow it down to help and protect him. They stay with the goose until it is either able to fly again or dies. Then they launch out on their own with another formation or catch up with the flock.

What do Leaders Do? (revisited)

Leaders accept responsibility for creating the conditions that enable others to achieve shared purposes in the face of uncertainty.

-Marshall Gantz

Leadership needs to be defined ... by the stand that people take in close relationship to their constituency base.

- Boston Chinese Progressive Association

Leaders are not extraordinary people but rather ordinary people who learn to do extraordinary things and who enable other ordinary people also to do extraordinary things.

- Glenn Omatsu

Vision for Leadership Development

“I have always thought what is needed is the development of people who are interested not in being leaders as much as in developing the leadership of others.”

- Ella Baker

Developing the Leadership of Others

Summarize what I know about this person

- What do they care deeply about?
- What's their point of view on the topic?
- What are some of their motivations and insecurities?
- What are some of their strengths and weaknesses?
- What is this person's potential to be more of a leader?
- What kind of support does this person need? To help stay involved or deepen their involvement?

Building relationship and understanding the person

- One-on-ones are one way to do this

Developing a leadership development plan

- How would this person most like to be involved?
- What skills are most important to develop in the person?
- What experiences would help this person grow?

Possible methods:

- Provide opportunities to play a greater role/practice their leadership;
- Supportive relationships – mentoring / coaching - including one-on-ones
- Political education & training

Developing Leaders: one-on-ones

One-on-ones =

in-depth conversations that are a crucial step in developing relationships with and understanding the people we are organizing. They are usually done with potential members and leaders.

One-on-ones: Practice

1. On the newsprint sheet, sign up for 2 of the following issues:
 - one in which you are the organizer
 - one in which you are a member of the constituency / base.

Issues

- * healthy meals in school
- * rights of immigrants
- * voter registration
- * Asian American studies in university

2. In your role as organizer, use the scenario you have been given to fill in the one-on-one worksheet.
3. Pair up on the issues to practice a one-on-one with your partner. (15 minutes)
4. Switch into your other role / issue and practice. (15 minutes)

Reflection

On another sheet of paper, write responses to the following questions:

- What do you take away from today's session?
- How does today's session build upon the last session?
- What suggestions do you have for us, the trainers, to make your learning experience better?
- What worked well from today's session?