



Team Leader Training

Creates Strategic Partnerships

Learning Objectives for this session:

1. The team leader can present his/her visionary message in less than 30 seconds.
2. The team leader can visually represent 10 to 15 current and potential crucial relationships that form a network to help support the mission.
3. The team leader can tailor his/her visionary message to the various audiences and can follow that with a request for help.

Resources for this session:

Setting: Groups of 5 or 6 around tables. Whiteboard or Chalkboard for the room.
Supplies: Large poster-size paper; crayons or markers.

Suggested Schedule: 2 hours

Content:

I. Opening

In this session, we'll take a look at an important role of the leader – the spokesperson. You have already been introduced to this role during the Leadership Framework Introduction session. Now we will practice the skills needed to be a spokesperson and gain an understanding of the relationships the spokesperson needs with stakeholders (strategic partners) and key constituents for Kingdom partnerships. You will also begin to draw a networking map to help identify those who could potentially support the mission.

Discussion among the entire group –

Review – (from Leadership Framework Introduction) -- Ask for a definition:

The Spokesperson is the one who communicates or represents the mission to those outside the organization or outside of your team.

Ask the group for examples of “those outside the organization.”

For example – pastors, parents, leaders, community leaders, business leaders, school officials, etc.

II. Crafting Your Message



Team Leader Training

Vision – Story—Read this aloud:

A man came upon a construction site where three people were working. He asked the first, “What are you doing?” and the man replied: “I am laying bricks.” He asked the second,

“What are you doing?” and the man replied: “I am building a wall.” As he approached the third, he heard him humming a tune as he worked, and asked, “What are you doing?” The man stood, looked up at the sky, and smiled, “I am building a cathedral to honor the LORD!”

Discuss with the entire group:

What’s the difference between the three responses? Which one is most inspiring to the listener? Why?

Active Learning:

In groups of four or five, come up with some NON-visionary spokesperson messages. For example, if someone popped in on your workday and asked, “What are you doing?”, what are some NON-visionary responses you might say? What is YOUR version of “I’m laying bricks”?

Allow several minutes for discussion, have one from each group share a few of the responses.

Responses might be something like:

- “I’m filling out a report.
- “I’m sending emails that people may not read.”
- “I’m setting up chairs for a meeting.”
- “I’m leaving messages for students who may not call me back.”
- “I’m sitting in traffic on my way to meet a pastor/leader/parent.”
- “I’m writing a newsletter for my ministry partners.”

Now, let’s discuss YOUR version of “I’m building a cathedral to honor the Lord.” Using your poster paper, write or draw some themes and images that capture your visionary, “cathedral” message. Sometimes this is called an “elevator pitch” – describing what you do (and why) in the time it takes to ride an elevator with a stranger and have a brief conversation about your mission. Goal: Create interest and vision in about 30 seconds!

Ask yourself – who am I trying to reach with the Gospel? What’s the scope? What difference will it make in this community, in my city, in my country that these people are reached? What drives or inspires me?

Ideas: Examine your mission and vision statement for clues. (*Make connections with the Direction Setter session.*)



Team Leader Training

Share: Have a few people share their themes and images and ask someone to record these on the chalkboard. Are there several that stand out to everyone? Why?

Create: Have everyone spend a few minutes crafting (writing down) their visionary message.

Skill Practice: In twos and threes, have everyone practice a conversation where they share their visionary message.

Share: Ask for a few volunteers to share their visionary message with the group; have the group provide feedback.

III. Creating Strategic Partnerships:

Your visionary message will be most useful as you seek out partnerships and other relationships to help accomplish your mission. Let's take a look at the network of individuals, groups and organizations that are connected with your movement.

On your poster paper, draw a "Network Map." Start with your team, then show the people you are trying to reach, and then the other individuals, groups and organizations that already connected to your movement, or ones you would like to connect to your movement. Show how these entities relate to you and to each other.

Answer the question: Who are the people critical to the mission outside the organization or outside of your team?

Suggestions: local churches, pastors, business leaders, parents, Christians in your community, other Christian organizations, other student organizations, etc.

Share: In your small groups, share your diagrams with each other. See if others have something that would be helpful for you.

Review from the Leadership Framework - Spokesperson PowerPoint: *The Spokesperson takes the initiative to build a network and manage the variety of **crucial relationships** that can make or break one's leadership; and communicates with those **whose cooperation is required, over whom they have no control.***

Discuss in Large Group: What are the different kinds of cooperation / help / partnerships that might be formed with the different groups on your network map? How might you craft your message for each one? (Have someone write these on the board.)

Examples: Parents
 Host a vision event?
 Start a prayer ministry?
 Host a student gathering?



Team Leader Training

Churches

Similar to above

Pastor – mentor leaders?

Speak to students/ leaders/ others?

Business leaders

Share testimony with students/others?

Help fund the movement?

In groups of two or three, practice how you would craft your visionary message for these different audiences. Practice asking for something from one or more groups.

Action steps with coaching:

1. Craft your visionary message (for whatever audience you deem is best) and practice, practice, practice!
2. Develop a plan to build a network of crucial relationships. For example, meet one new person / group each month. Invite members of your network to key events. Minister TO them and engage them with your mission.

Please take some reflective time to think about these action points and how your coach can help you with this in the weeks and months ahead.

Write your ideas on your summary goal page.

Further Learning:

For more learning on the role, go to LDHR.org >> Development >> Leadership Framework >> Roles >> Spokesperson.