

In CTE, competency-based systems give individuals “voice and choice” in how and where they learn as well as demonstrate their mastery of content and skills. The Lead2Feed Student Leadership Program directly aligns with the concepts taught in CTE courses by offering hands-on leadership lessons combined with the formation and implementation of a student-led community service project.

### LESSON 1: BE YOUR BEST SELF

- Based upon the leadership survey, identify an area of personal strength and weaknesses in terms of employability skills.
- After completing Activity 2: Grow Yourself, graph the students’ personal characteristics and have a discussion on how it relates to their chosen CTE area.
- Discussion: What are some skills that you possess that will be valuable in the workplace? Why is it important to value team members’ strengths and weaknesses?

### LESSON 2: UNLEASH THE POWER OF PEOPLE

- Find and complete a trust building activity
- Students discuss areas that they are passionate about and its impact.

### LESSON 3: BE AN AVID LEARNER

- Research a known brand and the issues they support. (Examples: Toms Shoes, White Elephant, Under Armour) In small groups, collaborate how they can use what they learned to develop their own personal branding. One idea is to watch the Tom’s Shoes video on branding.
- Have a student-led discussion on their issue to narrow their choices down (voting procedures, 21<sup>st</sup> century skills).

### LESSON 4: AN INSIGHT-DRIVEN APPROACH TO LEADING PEOPLE AND ACHIEVING BIG GOALS

- Complete a SWOT (strengths, weaknesses, opportunities, threats) analysis on selected projects.
- With students, review component of short-term, intermediate and long-term goals.
- Discuss or research the following questions in a small group: What is a non-profit organization? How is one created and why?
- Invite a 501c3 guest speaker to the classroom.

### LESSON 5: YOU HAVE TO BELIEVE IT CAN BE DONE

- Create a visual showcasing the people around you that can assist with achieving your team goal.
- Practice phone etiquette.
- Role play how to introduce yourself and your project mission.
- Create a short video interview explaining how you believe in your project.
- Discussion: How/why networking is important in the workforce/CTE area.
- Scan sites such as LinkedIn to find individuals on your people map and devise a plan on how to contact them or utilize them in your project.
- Discussion: Networking and employability as it relates to your chosen CTE area.

Notes

**LESSON 6: CREATE A VISION, STRUCTURE AND CULTURE**

- Select a company and review their vision. Discuss whether their vision matches their action and create your visions for your project.
- Follow social media threads for Lead2Feed and/or other pertinent charities.
- Develop organizational charts for delegation of tasks.

**LESSON 7: PERSONALIZE YOUR VISION**

- With students, review how to write a short sales pitch.
- Find video samples on sites such as YouTube to gain ideas as needed.
- Refine the delivery of project message for different media outlets (verbal, written, social, etc.).

**LESSON 8: MARKET THE CHANGE**

- Brainstorm various types of marketing strategies to reach your targeted audience (social media, print, radio, etc.)
- Invite a marketing representative to be a guest speaker. Have him/her review the student’s current ads.
- Have students showcase current ads for teacher/administrator feedback.

**LESSON 9: UNDERSTAND AND OVERCOME THE BARRIERS TO SUCCESS**

- Brainstorm and anticipate potential barriers and create solutions for problems.
- Role-play problem-solving scenarios.
- Discussion: The value of proactive vs reactive responses to problems.
- Develop ways to showcase progress with community members, students, etc. (Charts, visual progress monitoring tools, etc.)

**LESSON 10: THE CHANGE IS NEVER OVER**

- Resume writing: Develop your resume including skills gained from the project.
- Create a personal statement outlining leadership skills learned, philanthropy work, networking skills, public speaking, etc. that can be incorporated in college applications and job interviews.

**ADDITIONAL SUGGESTIONS**

- Skills Assessment
- Highlight strengths and how to leverage them with peers
- Areas of development—how to improve
- Color Assessment: Students begin to see themselves as employable
- Examine your lifeline and identify three skills and characteristics that will help with future goals
- Students create goals that relate to their future career choice
- Design a visual people map connecting everyone in the class to each other
- Networking: Connect to employability options
- How to link my strengths to a future career
- Research a skill that is most valued in the chosen CTE area and compare their current skill-sets to determine what skills need improving
- Prediction on future skill-set and create a module
- Research a CEO, entrepreneur who bought people with him/her
- Analyze famous company brands for ideas/inspiration for your logo/branding

Notes