

## **ACCEPTING THE CHALLENGE CAPSTONE**

The Challenge Capstone provides an opportunity for you to have a real impact in your workplace or community. You'll test and hone your Effective Communication skills in a deeply relevant setting; it's where you begin unleashing your best self to make a difference in the world around you!

In the Challenge Capstone, you can tackle any project that you choose—you're constrained only by your imagination and your ambition. The project might address any number of topics, including but not limited to:

- The results of research you've conducted on behalf of your job or volunteer activities,
- A project that you've completed and need to communicate,
- A pitch for a project you'd like to see your organization undertake,
- A membership drive, or
- A public community outreach/informational meeting.

Think big! Spend some time brainstorming ideas. What do you envision as an opportunity for an interesting, impactful project? Most importantly: what intrigues you and moves *you*? What are you passionate about or what is really important to your job?

If you're uncertain about your ideas or would like more opinions, explore concepts in the Challenge Capstone Discussion Forum and receive your peers' feedback. Don't be afraid to tap into our incredible global network of learners for support.

Then, when you're ready:

1. Reach out to a manager at your workplace or a senior person at an organization in which you're active.
2. Describe the Effective Communication specialization and the final capstone project.
3. Express your desire to fulfill the capstone with a significant project that will contribute value to your workplace or organization.
4. Explain that the capstone must include a written memo and presentation with slides that include at least one suggested advertisement for your project.
5. Share your ideas, but also be open to ideas from your contact. Collaborate.
6. Sketch out a plan with the manager or senior person about what the different elements of your capstone will contain. Be sure that your plan includes deadlines, and a means for you to deliver a presentation.

Go for it! Use peer feedback to hone your work, but also check in with your organizational point person for reactions. This is an opportunity for you to build a relationship with a senior person in your organization as you learn and create a truly impactful project!

We can't wait to see what you produce! Be fearless, unleash your best professional self, and get ready to excel.