Question 5

Some observable culture in Aprilfest are putting the logo of Empath on t-shirts and telling stories of great volunteers

Over 1000 volunteers volunteer their time every year for this event. They are given free t-shirts with the Empath logo on it so they can stand out and be proud of it, give them pride, and reinforce the value that volunteers are part of Empath and Aprilfest. When the volunteers arrive, Salavat shares the story behind the logo and the history of Empath and talks about the value and vison of what Aprilfest stands for.

Salavat is a cultural leader because he shows many traits of one, including communicating a clear and compelling vison widely, which he does by telling all of the volunteers when they arrive. He tells them how the children benefit from their work and how their day-to-day work reinforces this vision.