



Leadership Camp Fall 2022  
Selecting Your Leadership Project

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# Leadership

*The project is about changing business as usual.*

Although there are some projects about keeping things the same, those are not *leadership* projects.



Select a project that involves starting something new or making changes in how something is being done or both.

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*1. You're the leader.*

- Your group may elect a leader, or you all may collectively act as a leadership body.



# Timeline

*2. The project has an identifiable starting and stopping place.*

- The project starts and ends on the last day of the semester.

## Goals and Objectives



*3. The project has a specific objective that it's intended to accomplish.*

- At the end of the project, a new campaign will have been successfully released, a new club successfully launched, and the top of a mountain successfully reached. Whatever the objective, there will be something at the conclusion of the project that everyone can point to and say, “We did it!”

# People

*4. The project involves other people.*



There are projects you might do by yourself, but you cannot do a leadership project by yourself. It takes a team to get extraordinary things done in organizations.

Here are some examples of projects that are candidates for the process:

- Awareness Campaign. Design a campaign that would educate the public on the issue of interest. You can create posters, t-shirts, video promotions, etc. You can get super creative with this one, and the options are endless, especially with social media and other technologies available to quickly share the message with large volumes of relevant people.
- Organize a School Club or Community Organization
- Community Volunteer
- Host a Fundraiser
- Host a School Event.



Here are some examples of projects that are candidates for the process:

- You have volunteered to lead a local environmental clean-up campaign.
- You are heading a team responsible for instituting a new student development program.
- You are taking over a project that got off track, and you need to restart it and still make the original deadline.
- You need to grow your business this quarter despite a downturn in the economy and a cut in your budget.
- You are creating a new event: a program, publication, association, or something no one has ever done before.