



Overview of LeaderComm Training

The mission of LeaderComm is to help communities create collaborative, integrated public and private service-delivery systems that address their most pressing needs and generate systemic change. Our goal is to help community members from all sectors achieve a common vision for change and replace wasteful, silo-driven efforts with aligned, mutually beneficial ways of working together. This purposeful approach to social impact requires a common language, specific skills and informed strategy implementation. To this end, LeaderComm has developed a comprehensive training program that can be useful to a variety of intended audiences. It includes three distinct courses and a Training Resource Guide for other recommended learning opportunities.

1. **Orientation to LeaderComm**

The Orientation course consists of four separate modules which, if presented all together, would take about 3 hours. However, the individual modules are also self-contained and free-standing, so each could be presented alone, or in different combinations, depending on the audience and the amount of time available. This training is highly recommended for anyone new to LeaderComm and interested in learning about the organization's core principles ("The 3 Rs"), unique skillset, and projects. It also presents a foundation for the basic concepts of collective impact.

2. **The Practitioner Training**

This training is for anyone in a community that has shown interest in taking an active role in creating effective, holistic service integration that leads to systemic change. It will ground learners in why silo-driven approaches to social change have failed, and how collective impact can be effective in creating new solutions to existing community needs. Focusing on the LeaderComm Community Engagement Process, this training walks learners through 12 recommended steps to building a collective impact initiative that are a workable framework for local efforts. This training has three modules that can be presented in 1- to 2-hour blocks or all together for approximately 5 hours.

3. **The Router Training**

At the heart of the LeaderComm approach is the critical role of the Community Router, who coordinates all communication and activity within a community-building project. The Router is the link between the expertise and facilitation provided by LeaderComm and a circle of local leaders who have made the commitment to work toward a common vision, a plan and a broader effort to make transformational change in their community. This training is intended for both potential Routers as well as community leaders that have decided that collective impact is the solution to community issues; it lays the groundwork for how the LeaderComm Community Engagement Process, through the work of the Router, turns commitment into actions that lead to meaningful transformational change. This training is provided in a 4-hour block.

4. **The Training Resource Guide**

This is an online directory of websites, articles, videos, webinars and other trainings offered by proven organizations on a spectrum of topics related to comprehensive community initiatives, collective impact, and individual leadership development. It is constantly being augmented by new findings and best practices, and is available to LeaderComm's trainees and community partners.

LeaderComm does not charge any fees for its training or consultative services. Instead, we ask only that those who engage with us share periodic updates and insights from their projects, so that we can contribute further to the growing field of best practices and lessons learned in community development and collective impact.



Orientation Training

The Orientation Training is aimed at learners that are new to the organization and interested in knowing its origin, its leadership, and the basic foundational principles that make up the LeaderComm approach to creating transformational social impact. The intended audience includes community leaders, community groups at all levels, potential funders and LeaderComm supporters as well as potential local routers.

The Orientation training consists of four separate modules which, if presented all together at once, would take about 3 hours. However, the individual modules are also self-contained and free-standing, so each could be presented alone, or in different combinations, depending on the audience and the amount of time available.

The four Orientation modules are:

1. Who We Are (approx. 30 minutes)

This module presents LeaderComm's mission and key foundational principles, called "The 3 Rs." It also presents the origin of the organization through the rich experience in community development and organizational leadership of its founders. This history provides a meaningful construct for how and why the organization was created.

2. What We Do - Enhance, Add Value and Multiply Effect (approx. 60 minutes)

LeaderComm has a unique set of values that guide its work: fostering authentic relationships, making connections, and passing on lessons learned. This module illustrates how these values are embedded in three different types of work projects: Strategic Alliances, Best-Practice Partnerships, and Community Building, which is grounded in current collective-impact theory and practice. All three of these projects contribute to a fourth priority for LeaderComm: Disseminating Lessons Learned.

3. The Role of the Router (approx. 60 minutes)

Critical to the LeaderComm approach to collective impact is the role of a Community Router who coordinates all communication and activity within a LeaderComm Community-Building project. This module introduces the roles of the Router and the unique skillset that a Router requires. Using the principles of LeaderComm, the Router leads the way for community members to co-create needed transformational change in their community.

4. LeaderComm and You! (approx. 30 minutes)

This module provides a compelling rationale for how LeaderComm can be of great value to community members considering collective impact as a strategy for needed community change.

The Orientation modules are PowerPoint presentations that include animation and video. They also include a presenter's guide, interactive activities, and handouts for participants. They can be presented to a single person using a laptop or iPad, to a whole group in a training setting using large-screen projection, or remotely via the Internet.



The LeaderComm Practitioner Training (LCPT)

This training is intended for Community Routers, community leaders and specified stakeholder groups and focuses on the value of, processes involved and the necessary level of engagement for achieving a successful collective impact initiative. It introduces the LeaderComm Community Engagement Process and provides a common language and shared vision for how the process creates movement for social change aimed at prioritized community needs, and maximizing local efforts and resources. More than an overview on collective impact, this training immerses learners in the unique approach that LeaderComm brings to community development by leveraging available resources and leadership to work collectively and effectively on existing local challenges.

This training is broken into three distinct but highly interconnected modules that if presented altogether total 4.5 - 5 hours. The modules are:

- **LCPT Module 1A – The Value of Collective Impact: Building Community Will**

This module provides a compelling explanation for why silo-driven efforts fail to achieve desired results and why collective impact can produce greater outcomes. (1 hour)

- **LCPT Module 1B – The Value of Collective Impact: How Change Gets Made**

The LeaderComm Community Engagement Process is central to this module and immerses learners in its unique approach to collective impact. The importance of leveraging is threaded throughout all 12 steps in the process. This module is a practical guide for learners with the will to see transformational change in their community. (2 hours)

- **LCPT Module 1C – The Value of Collective Impact: Best Practices in Community Engagement**
(1.5 hours)

Working WITH the community is essential to collective impact. Effective community engagement has a variety of purposes and values. This module explains why community engagement is necessary as well as offering practical skill building tips in how to do it well.

All three modules are PowerPoint presentations that include animation and video. They also include a presenter's guide, interactive activities, and handouts for participants. They can be presented to a single person using a laptop or iPad, to a whole group in a training setting using large-screen projection, or remotely via the Internet. They can be presented singly or in conjunction with any of the other LeaderComm courses as needed.



The Router Training

A Community Router is central to the LeaderComm approach to collective impact. This course is the culmination of the LeaderComm training program and provides a comprehensive overview of the various roles and necessary leadership skills of this key community leader.

The course also covers how Routers convene others and facilitate the processes necessary to:

- achieve a shared vision;
- identify the most effective strategies and create a plan;
- make sure the necessary infrastructure for collective impact is put in place;
- ensure that timely and appropriate communication among members of the initiative is provided; and
- establish and lead a process for tracking, measuring, and reporting the aligned efforts to achieve desired community change.

While this training focuses on the necessary knowledge, skills and abilities of the Community Router, it is also beneficial for other local leaders, such as members of the Router's local Leadership Circle, as well as other potential funders and community partners who will work directly with the Router in the local collective impact initiative.

This course takes 4 hours in total, but can be modified to suit the audience needs. It consists of PowerPoint presentations that include animation and video. It also includes a presenter's guide, interactive activities, and handouts for participants. It can be presented to a single person using a laptop or iPad, to a whole group in a training setting using large-screen projection, or remotely via the Internet. This course can be presented alone or in conjunction with any of the other LeaderComm courses as needed.

Given the critical role of the Router, it is expected that he or she would experience the full course as well as the other two LeaderComm courses in their entirety. The Router will also receive personal coaching from LeaderComm veterans, based on individual needs and interests. In addition, LeaderComm will broker targeted training through its vast network of partners and organizational relationships to further support and enhance the Router's leadership skills.