



CHOOSE YOUR ROUTE

*PREPARE YOUR LEADERSHIP INFLUENCE
STRATEGY PRESENTATION*
and allow others to help offer guidance
to ensure your success.



EXPLORE THE POSSIBILITIES

Where could your leadership exist?
Where do you see need and opportunity?



CHURCH
GROUPS



TEACHERS &
STAFF



ATHLETICS &
TEAMS



FAMILY



NEIGHBORHOOD



BUSINESSES



FRIENDS &
PEERS



PARENTS &
CAREGIVERS



COMMUNITY
ORGANIZATIONS



OUTREACH &
YOUTH GROUPS



OTHER:

BUILD YOUR PLAN



WHERE WILL YOU
GET INVOLVED?
(List your top 3)

- 1.
- 2.
- 3.



HOW WILL YOU
INFLUENCE OTHERS
TO TAKE ACTION ON
PROTECTING THEIR
BRAND?



HOW WILL YOU
PREPARE A
PRESENTATION
OR DISCUSSION?



HOW WILL YOU
LISTEN FOR
FEEDBACK?



HOW WILL YOU USE
FEEDBACK TO MAKE
SURE YOUR INFLUENCE
IS POSITIVE AND
SUCCESSFUL?

*Your leadership
can go anywhere
people are online.*

*Many roads.
One mission:
help others protect
their brand.*

*You choose
the route.*

STRATEGY SNAPSHOT

Write a short statement that captures your plan and the impact you want to make.



NEXT STEP



You've mapped your route.
Now it's time to invite
others and start
your journey.

Let's go! →



1

RECOGNIZE
OPPORTUNITY

2

CHOOSE
YOUR ROUTE

3

HELP OTHERS
PROTECT THEIR BRAND

4

TAKE THE
JOURNEY

5

LEAVE A
TRAIL

6

KEEP
TRAVELING