



**LEADHAWK
LEARNING**

Character is Your Destination.

DIGITAL LEADERSHIP INITIATIVE

LEADERSHIP FIELD GUIDE

YOUR JOURNEY. YOUR IMPACT. YOUR LEGACY.



RECOGNIZE OPPORTUNITY

See the need. Discover the impact you can create.



CHOOSE YOUR ROUTE

Explore where your influence can make the greatest difference.



INVITE OTHERS

Share what you've learned. Spark transformation.



TAKE THE JOURNEY

Lead with purpose. Take action. Track your progress.



LEAVE A TRAIL

Share your story. Show your impact. Inspire what's next.



KEEP TRAVELING

Keep growing. Keep leading. Your journey continues.



**LEADERSHIP
IS ACTION.
INFLUENCE IS
IMPACT.**



LEAD YOURSELF



INFLUENCE OTHERS



CREATE IMPACT



LEAVE A LEGACY

ONE DECISION CAN START A MOVEMENT.





RECOGNIZE OPPORTUNITY



SEE THE NEED. DISCOVER THE IMPACT YOU CAN CREATE.

REFLECTION



WHAT DID YOU JUST ACCOMPLISH?



WHAT DID YOU LEARN ABOUT
YOURSELF THROUGH PYB?



HOW HAS YOUR THINKING
ABOUT YOUR ONLINE PRESENCE
CHANGED?



WHAT VALUES WILL GUIDE YOU
AS YOU LEAD OTHERS?

LOOK AROUND

Who else could benefit from what
you've learned? Think big.



WHO ELSE COULD
BENEFIT FROM PYB?



WHO NEEDS TO
PROTECT THEIR BRAND?



WHO DO I KNOW THAT
WOULD APPRECIATE
THIS EXPERIENCE?



WHO ELSE IS
ACTIVE ONLINE?



WHERE COULD I
MAKE AN IMPACT?



WHAT NEEDS DO
YOU NOTICE?

You just completed
Protect Your Brand.
Now look around.
Opportunity is
everywhere.

*Leaders notice it.
Leaders act on it.*

YOUR FIRST STEP



Think of at least **three** people or groups
who could benefit from Protect Your Brand.
Write their names below.

1

2

3



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OPPORTUNITY

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HELP OTHERS
PROTECT THEIR BRAND

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LEAVE A
TRAIL

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KEEP
TRAVELING



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! →



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*Your leadership
creates awareness.
Awareness creates
better decisions.
Better decisions
shape strong
personal brands.*

HELP OTHERS PROTECT THEIR BRAND



ALL OF YOUR ONLINE ACTIVITY IS SHAPING YOUR PERSONAL BRAND.

You've seen the power of Protect Your Brand. Now help others understand how their online choices shape how they are seen, trusted, and remembered. Your leadership can start a ripple that becomes a movement.

START THE CONVERSATION

Raise awareness in a way that feels natural, helpful, and genuine. You're not just sharing information—you're opening eyes to opportunity.



BEGIN WITH A QUESTION

Ask something that makes them think about their online presence.



SHARE YOUR EXPERIENCE

Tell how PYB helped you see things differently.



HIGHLIGHT THE BENEFITS

Better decisions. More opportunities. Stronger reputation.



LISTEN TO THEIR PERSPECTIVE

Ask for their thoughts and experiences. Listen before you respond.



INVITE THEM TO TAKE ACTION

Encourage them to complete Protect Your Brand.



REMEMBER

People don't care how much you know until they know how much you care.

CREATE AWARENESS THAT INSPIRES ACTION

Use the ideas below to reach more people and spark interest in Protect Your Brand.



PRESENTATIONS

Share in class, team meetings, or clubs.



ONE-ON-ONE TALKS

Have real conversations that start with listening.



WORKSHOPS

Create an interactive experience or activity.



SOCIAL MEDIA

Use posts, stories, or short videos.



DIGITAL CAMPAIGNS

Email, announcements, or online challenges.



COMMUNITY EVENTS

Share at church, youth groups, or local events.



FAMILY & FRIENDS

Start with those closest to you.



BE CREATIVE

Think of your own way to make an impact.

What's one creative idea you will try?



ACTION CHECKLIST

Before moving on, choose at least two ways you will create awareness.

- ☐ Plan a presentation or talk
- ☐ Have one-on-one conversations
- ☐ Use social media to share
- ☐ Organize or lead a workshop
- ☐ Create a digital campaign
- ☐ Start with family or friends
- ☐ Attend or speak at an event
- ☐ Other: _____



Who are the first three people or groups you will reach out to?

1. _____
2. _____
3. _____



REFLECTION

★ How will helping others protect their brand create a positive impact?

★ What do you hope people will gain by taking Protect Your Brand?



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CONTINUE THE JOURNEY

LEAD WITH PURPOSE. STAY FOCUSED. MAKE AN IMPACT.

Great leaders stay on course even when the path gets challenging. Use this mile marker to stay focused, support others, and capture the impact you are creating along the way.



STAY FOCUSED

Keep your attention on what matters.

- ☐ Know your "WHY"
- ☐ Set small goals
- ☐ Limit distractions
- ☐ Manage your time
- ☐ Stay consistent



PREPARE OTHERS

Set people up for success.

- ☐ Explain the "WHY"
- ☐ Set clear expectations
- ☐ Provide resources
- ☐ Encourage questions
- ☐ Create a safe space



HANDLE CHALLENGES

Obstacles are normal. How you respond matters.

- ☐ Listen first
- ☐ Stay calm
- ☐ Adjust your approach
- ☐ Seek support
- ☐ Keep moving forward



CAPTURE IMPACT

Notice. Record. Reflect. Improve.

- ☐ Track your activities
- ☐ Collect feedback
- ☐ Note key moments
- ☐ Take photos
- ☐ Celebrate wins



JOURNEY TRACKER (Use this section to log your progress)

DATE	WHAT I DID	WHO I REACHED	NOTES / WHAT STOOD OUT



LISTEN, LEARN, GROW

Feedback helps you lead better. Be open, ask questions, and use what you learn.



QUESTIONS TO ASK OTHERS

- What was most helpful?
- What questions do you still have?
- What could be better?
- What would help you take action?



WHAT I LEARNED



CHALLENGE CHECKPOINT

Every journey has bumps. How will you handle them? What is one challenge you might face and how will you respond?



MILE MARKER WIN

What is one win you're proud of so far on this journey?



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KEEP
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★ Stay the course. Your actions today create someone else's tomorrow. ★



*Your leadership
journey matters.
Your story
inspires others.
Tell it.*

TELL YOUR LEADERSHIP STORY

SHARE THE IMPACT YOU CREATED AND INSPIRE THE NEXT LEADER.

You've taken action, influenced others, and made a difference.
Now it's time to share your story of leadership, learning, and impact.



1. CAPTURE YOUR JOURNEY

Think back on your experience. What happened? What did you do? What did you learn along the way?



What was your goal?



Who did you reach?



What actions did you take?



What challenges did you overcome?



What did you learn?



What surprised you?



2. SHOW YOUR IMPACT

Numbers tell part of the story.
Impact tells the full story.



PEOPLE REACHED



PYB COMPLETIONS
INFLUENCED



FEEDBACK RECEIVED



VALUE CREATED



MOMENT THAT
STOOD OUT

“ POWERFUL PROOF

Add a quote, story, or feedback that shows the difference you made.



3. BUILD YOUR STORY

Use your impact to build a compelling leadership story.

STORY FRAMEWORK

Use this simple structure for your presentation:



THE CHALLENGE

What was the need or opportunity?



THE ACTION

What did you do as a leader?



THE IMPACT

What difference did it make?



THE LESSONS

What did you learn?



THE NEXT STEP

What will you do next?

PRESENTATION PREP

- ☐ Use visuals (slides, photos, graphics)
- ☐ Tell stories, not just numbers
- ☐ Practice your delivery
- ☐ Prepare for questions
- ☐ Lead with confidence



YOUR LEADERSHIP STORY IN ONE SENTENCE

If someone only remembers one thing, what do you want it to be?



WHAT'S NEXT?

How will you use your story to inspire others and continue your leadership journey?



*You led. You impacted. You inspired.
Your story is the trail for someone else to follow.*



FINAL CHECK

I'm proud of my journey and ready to share my story.

☐


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★ Your story today can inspire someone else's tomorrow. ★



KEEP TRAVELING

YOUR JOURNEY CONTINUES. YOUR IMPACT GROWS.

Great leaders never stop growing, learning, and leading. You've made an impact—and now you have the chance to inspire the next leader to take their first step.



REFLECT ON YOUR JOURNEY

Take a moment to celebrate how far you've come and the difference you've made.

- ★ What are you most proud of?
- ★ What did you learn about yourself as a leader?
- ★ Who did you impact the most?
- ★ What will you carry forward?



SET YOUR NEXT DIRECTION

Where will your leadership take you next? Keep growing. Keep exploring. Keep leading.

- ★ What's one new goal you want to pursue?
- ★ What new skills do you want to develop?
- ★ Where could you make an even bigger impact?



INVITE THE NEXT LEADER

Your story can be the spark that starts someone else's journey.

- ★ Who do you know that shows leadership potential?
- ★ Who could benefit from Protect Your Brand?
- ★ How will you invite them to take the first step?

BE THE SPARK ⚡

Leaders don't wait for someone to lead. They create opportunities for others. You can:



SHARE YOUR STORY

Tell others about your journey and the impact you've seen.



OFFER ENCOURAGEMENT

A simple word of belief can change someone's path.



INTRODUCE THE OPPORTUNITY

Invite them to experience Protect Your Brand.



SUPPORT THEIR JOURNEY

Be a mentor, listener, or cheerleader as they take their next steps.



PASS IT FORWARD

Your invitation can be their turning point.



WHO WILL YOU INVITE?

List one or more people you will invite to start their journey.

1. _____
2. _____
3. _____



HOW WILL YOU INVITE THEM?

What will you say or do to encourage them?



WHEN WILL YOU TAKE ACTION?

Commit to a date to reach out and invite them.

Date: _____

“ Leadership is not about you. It's about the legacy you leave by helping others rise. **”**



MY COMMITMENT

I commit to continuing my leadership journey and helping others take their next step.

I will... _____

Signed: _____ Date: _____



*Celebrate today.
Inspire tomorrow.
Lead always.*

This is just the beginning.



JOURNEY CELEBRATION

Take a moment to celebrate your journey! You've led. You've impacted. You've inspired. You're making a difference. You are a leader.

Keep going!



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★ Great leaders don't go it alone. They build the road for others to follow. ★