



PURPOSE

The Digital Leadership Initiative (DLI) provides students with an opportunity to develop leadership skills by creating positive influence within their school, organization, team, church, or community. This guide outlines each phase of the initiative and the expectations for successful completion.



MILESTONE 1: SEIZE THE OPPORTUNITY

Purpose:

Develop self-awareness, digital leadership habits, and responsible decision-making

Student Success:

- Complete all Protect Your Brand activities
- Identify personal values
- Establish personal digital leadership rules
- Completion Certificate and Digital Badge

School/Organization Official Support:

- Encourage completion
- Discuss lessons learned and key takeaways



MILESTONE 2: CHOOSE YOUR ROUTE

Purpose:

Create a plan to positively influence others.

Student Success:

Prepare & present a Leadership Initiative Plan explaining:

- What is your goal?
- Who is your audience?
- Why does this matter?
- What activity will you conduct?
- How many people do you expect to reach?
- What is your timeline?
- What support or resources are needed?
- How will success be measured?

Suggested Leadership Activities:

- Student presentations
- Team discussions
- Workshops
- Awareness campaigns
- Peer mentoring
- Community outreach efforts
- Digital leadership discussions

School/Organization Official Support:

- Review proposed plan
- Provide feedback
- Approve implementation



MILESTONE 3: HELP OTHERS PROTECT THEIR BRAND

Purpose:

Put leadership into practice.

Student Success:

- Execute approved plan
- Track activities completed
- Document audience participation
- Gather photos, testimonials, evidence, & feedback

Leadership Impact Requirement:

Successful completion of the Digital Leadership Initiative requires a minimum of ten (10) verified Protect Your Brand completions resulting from the participant's leadership influence.

School/Organization Official Support:

- Encourage participation
- Verify activities were completed



MILESTONE 4: CONTINUE THE JOURNEY

Purpose:

Lead with purpose. Stay focused. Make an impact.

Student Success:

- Know your "why" and support others through the process
- Track activities completed
- Prepare for challenges.
- Gather photos, testimonials, evidence, & feedback

Leadership Impact Requirement:

Obstacles are normal. How you respond matters. Anyone with an online profile should be aware their actions are discoverable. Listen first, stay calm and adjust your approach. Seek support if you need it.

School/Organization Official Support:

- Support student when they face challenges
- Help keep them focused on moving forward



MILESTONE 5: TELL YOUR LEADERSHIP STORY

Purpose:

Share your personal leadership story.

Student Success:

Prepare and present a Leadership Impact Presentation explaining:

- What was accomplished?
- How many people were reached? Challenges encountered?
- What impact was created? How was it measured?
- What lessons were learned? What would you do differently?
- What recommendations would you make to help your school/organization continue developing positive digital leadership?

School/Organization Official Support:

- Review presentation
- Discuss leadership growth and impact
- Complete/Email Leadership Completion Verification Form



MILESTONE 6: KEEP TRAVELING

Purpose:

Leadership never ends. Continue your journey by helping others begin their own.

Student Success:

- Invite others to their own leadership journey.
- Support those that could benefit from this opportunity

School/Organization Official Support:

- Support the student in their efforts to develop others
- Identify others who might benefit from this

Recognition May Include:

- Digital Leadership Recognition Certificate
- Digital Leadership Recognition Badge
- Leadership Recognition Letter
- LinkedIn & Resume Guide
- Leadership Impact Award (if applicable)
- Leadership Excellence Award (if applicable)



SUCCESS CHECKLIST

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|--|---|
| ☐ Complete Protect Your Brand Challenge | ☐ Prepare Impact Presentation |
| ☐ Prepare Influence Strategy Presentation | ☐ Deliver Impact Presentation |
| ☐ Deliver Influence Strategy Presentation | ☐ Submit DLI Verification Form |
| ☐ Minimum of 10 PYB Completions | ☐ Receive Recognition |



LEADHAWK SUPPORT

For questions regarding participation, documentation, completion or recognition, contact shaun@leadhawklearning.com