

INTRODUCTION TO ENGAGEMENT ORGANIZING

Organizing and Leadership Practices that Lead to People-Powered Change

OBJECTIVES:

- Think critically about organizing, leadership, and relational power
- Understand the basics of interdependent leadership in contrast to other leadership models
- Overview the 5 organizing practices of interdependent leadership: Story, Relationships, Structure, Strategy and Action

ORGANIZING IS:

Identifying leaders and coordinating them in leadership teams,
Building community and commitment around that leadership,
Building power from the resources of that community,
Using that power strategically to make concrete change in the world.

WHAT IS LEADERSHIP?

"Leaders are those who take responsibility for enabling others to achieve shared purpose in the face of uncertainty"

In order to launch a new campaign, or strengthen an existing one, your job as an organizer is to identify and recruit others to work with you to build a campaign powerful enough to win change.

But what type of leader should you be, and what are you looking for in others? Sometimes we think the leader is the person everyone goes to, like this "I'm the leader!" approach.

But what does it feel like to be the "leader" in the middle? What does it feel like to be the arrow that can't get through? What happens if the "leader" in the middle drops out?

Sometimes we go to the other extreme and think we don't need a "leader." We can all lead, because "we're all leaders!"

Sometimes this works. But who's responsible for coordinating everyone? And who's responsible for pushing the whole group forward when you can't reach a decision? Who takes ultimate responsibility for the outcome?

Organizers are those who ultimately are held accountable for meeting campaign goals. However, organizers are also

Originally adapted from the works of Marshall Ganz of Harvard University Modified by The N

