

Considerations for Establishing a Leadership Program

1. Who is your target audience? (emerging or existing leaders)
2. Will this be a skills based or issue based program or do you want a mixture?
 - a. What skills are you interested in teaching?
 - b. What issues are you interested in addressing?
 - c. If issue based only, would it be more effective to conduct a series of issue-based seminars only?
3. What is the end result you want to accomplish?
 - a. Do you know what success looks like?
 - b. Do you have a tool to measure this success?
4. Are you forming a steering committee to plan and evaluate the program?
 - a. If no, why not?
 - b. If yes:
 - i. Who would be the committee members?
 - ii. How many people should be on the committee?
 - iii. How often should they meet?
 - iv. What tasks are they willing to undertake?
 - v. What authority will they be given?
5. Who is going to be the “day-to-day” manager of the program?
6. Are you forming a partnership alliance with anyone?
 - a. Are there any conflicts between potential partners?
7. How many sessions should the program contain?
 - a. How long should each session last?
 - b. Where will they be held, one location or multiple sites?
 - c. Will there be overnight seminars involved?
 - d. Will there be a graduation ceremony? If no, why not?
8. How do you plan to recruit participants?
 - a. Are you using an application process?
 - i. If not self employed, will their supervisor be required to sign application in support of their work absence to attend?
 - b. How many will get selected?
 - c. Will your applicants have a diversity of age, race, rural and urban, professional and non-professional employment, etc? If no, why not?
 - d. Will they be required to commit to the entire program?
 - e. Will the media be utilized to recruit participants and promote program?
9. Are you going to charge the participants tuition?
 - a. If yes, how much? (Suggested charge is a minimum of 15-20% of cost)
 - b. If no, why not?
10. How much do you anticipate this program to cost?
 - a. Are you planning on securing sponsors, if so, will the sponsor automatically be allowed a participant in the class?
 - b. Will meals be involved? If so, who’s responsible for getting them?
 - c. Who will be responsible for developing the budget?