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. Have 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?