



## **Leadership Winnipeg – Class Project 2015-2016**

The Leadership Winnipeg Class of 2015-2016 will research, write and publish a book, the sixth in a series of books profiling our community leaders. To celebrate the publication of the book, the class will organize a book launch reception in June 2016.

### **Project Objectives:**

- To learn to work as a team with people you don't know and who bring different skills and styles to the table
- To develop and strengthen your own comfort level and communication skills in approaching, meeting with and interviewing high-profile people in the community
- To develop project and time management, organizational and leadership skills
- To learn first-hand from community leaders what makes a good leader and what skills are required
- To network with and develop contacts in the community

### **The Project**

The class must determine who will be profiled as community leaders. Class members will be assigned to teams to do the research, interview and write the profiles, which will include photographs of the individuals. Leaders can come from a variety of areas:

- Sports / athletics (sports teams – players, staff and boards; coaches; training centres; Olympic athletes, organizers of sporting events such as Pan Am Games and Women's World Hockey, etc., etc.)
- Charity / volunteer / boards (health, social service and self-help groups; community centres; think tanks; environmental groups; granting agencies, neighbourhood groups, etc., etc.)
- Entertainment / arts and culture (symphony, ballet, opera, festivals, theatre centres, performers, arts groups, etc., etc.)
- Business (company CEOs, business organizations, etc., etc.)
- Ethnic communities (cultural groups, economic development and business groups, community spokespeople, etc., etc.)

- Politics (elected officials and staff - city, provincial, federal, school board)
- Media (personalities, opinion leaders, executives)

**Each team member** will be responsible for **one interview** for the book plus **each team** will be responsible for **one interview to be conducted jointly**. However, teams will be encouraged to do all interviews jointly, time permitting. These interviews will be done outside of the monthly Leadership Winnipeg sessions.

People whose profile will be in the book must either supply a high-resolution photograph (300 dpi) or team members must make arrangements to have a photograph taken.

The class will determine the interview questions and how the information will be presented, but the questions must focus on leadership.

The book will be published through Blurb.com and will be hard covered, standard landscape (10" x 8"). It will be up to the class to determine the name of the book, but included in the title should be "A Profile of Community Leadership – Vol. 6."

Because the book is to be available by June, the class must establish and keep to a tight timeline. Working backwards, the class will need to set dates for the following:

- Deadline for determining who will be profiled
- Deadline for interviews to be completed
- Deadline for profiles to be written and photographs to be acquired
- Deadline for editing and proofing profiles (must include at least a couple of weeks for person being profiled to review the profile)
- Deadline for layout and design of book
- Deadline for sending book to publisher
- Deadlines for book launch - booking location, arranging caterer, creating an invitation list and sending out invitations, creating program.

Members of the class will be chosen to be part of two working groups to look after:

- Editing, layout and design, and publishing the book
- The launch party

However, each team will be responsible for editing all their team's profiles (length, accuracy of information, spelling, etc.) prior to the editing committee receiving them. The editing committee will mainly be responsible for ensuring there is a consistent style throughout the book.