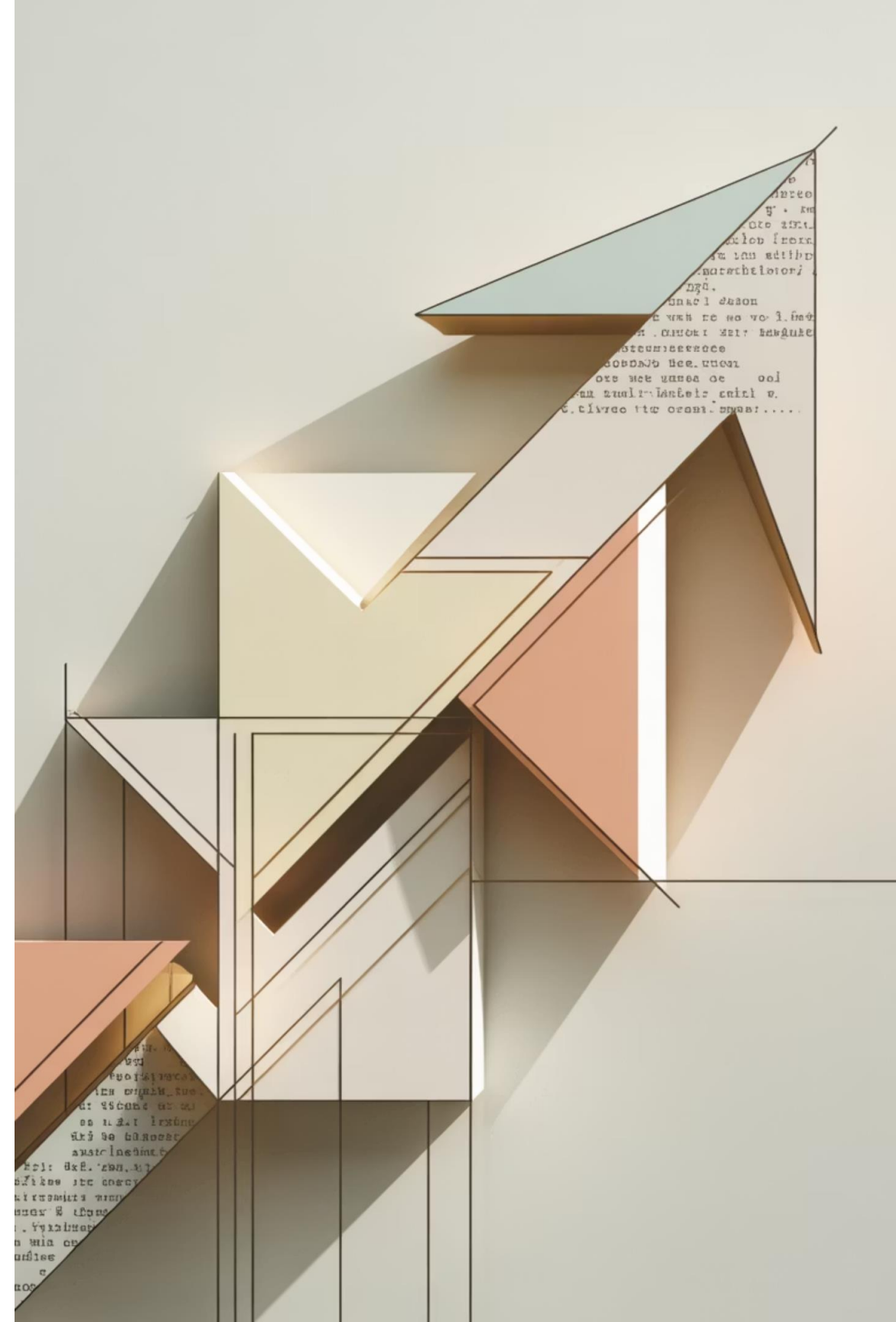


Leadership That Sticks

Clarity. Connection. Impact.

**You said yes to leadership
because it matters.**





Why We Lead

7M

Students

Including my daughter

100K+

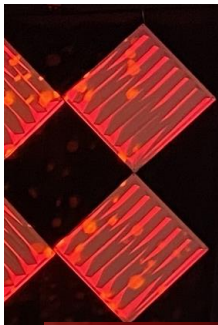
Volunteers

Just like you

1

Mission

Improving the success of children and youth with disabilities and/or gifts and talents





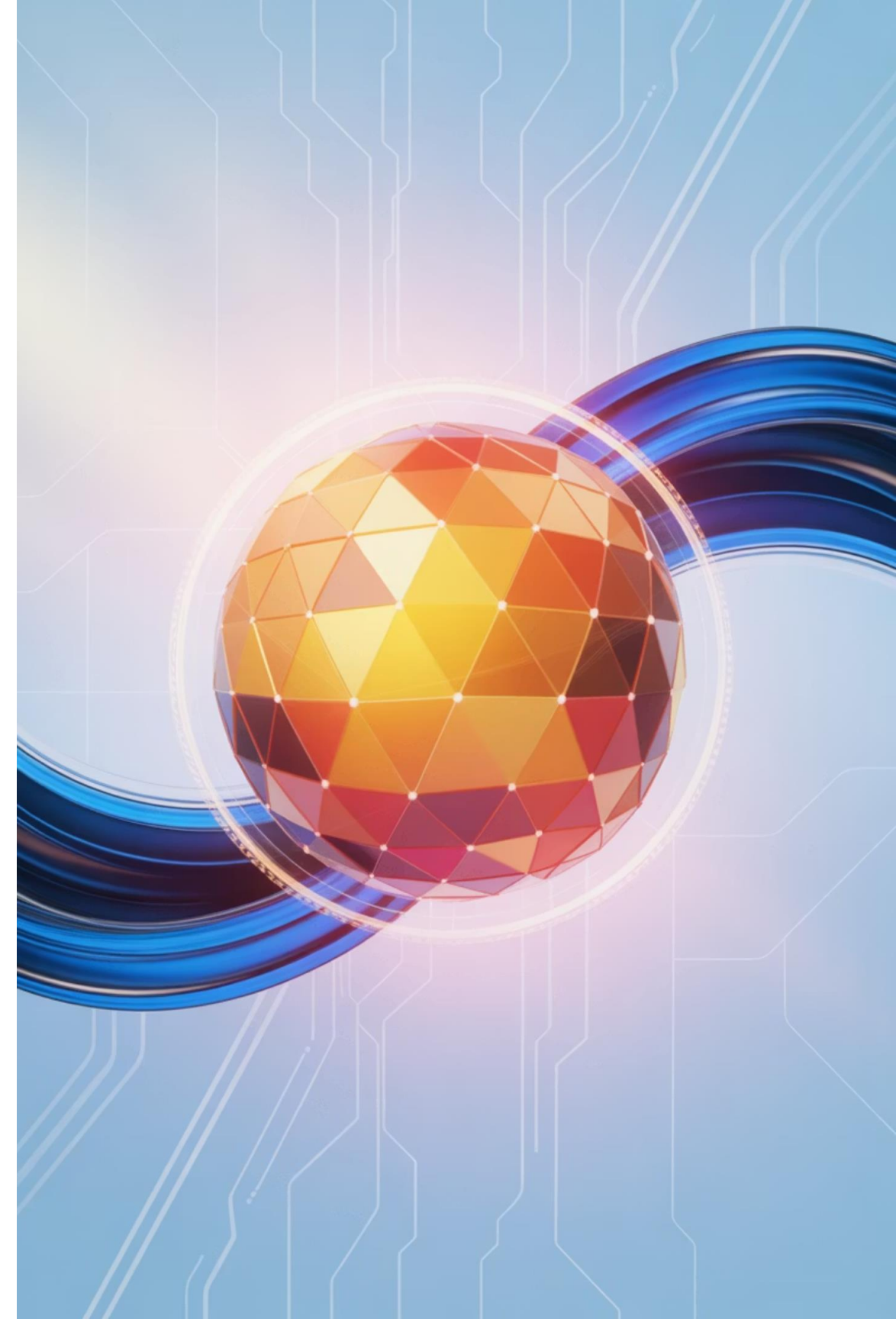
**Meet my travel coffee maker.
maker.**

No judgement, please.



What Powers You?

**Leadership should feel
purposeful, possible
and appreciated.**



Leadership That Sticks: The Model



Winning at Volunteer Leadership



Unsure Leaders

50% of volunteer leaders feel unsure how to maximize their influence in their organizations and communities.



Increase Success

Success goes up when leaders have clear purpose, peer connection, and well-defined roles in their volunteer work.

Power in the Room: Needs & Leads

Reflect and Write One Need and One Lead:



**Needs: Where I
need help or ideas**

What challenges are you
you facing?



**Leads:
My Superpower**

What strengths can you
offer to support others?

Share your needs and leads with your table. Listen for
Listen for connections and opportunities to support
support each other.





**Great leadership isn't
isn't about doing
everything.**

**High impact leaders do what matters
most.**

**And they make it possible for others to
others to do the same.**

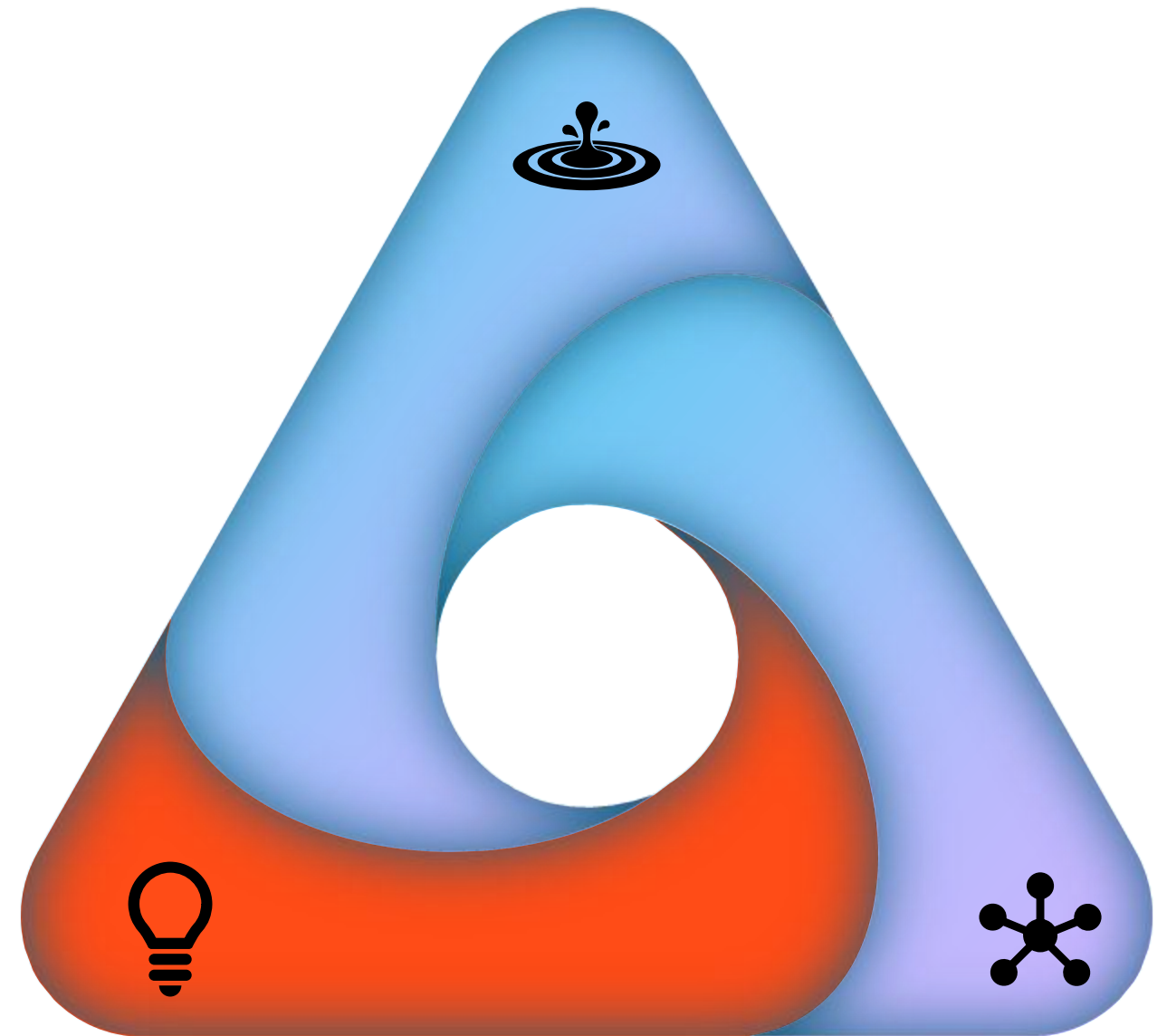
Clarity

Leading with focus and intention.

Who you are.

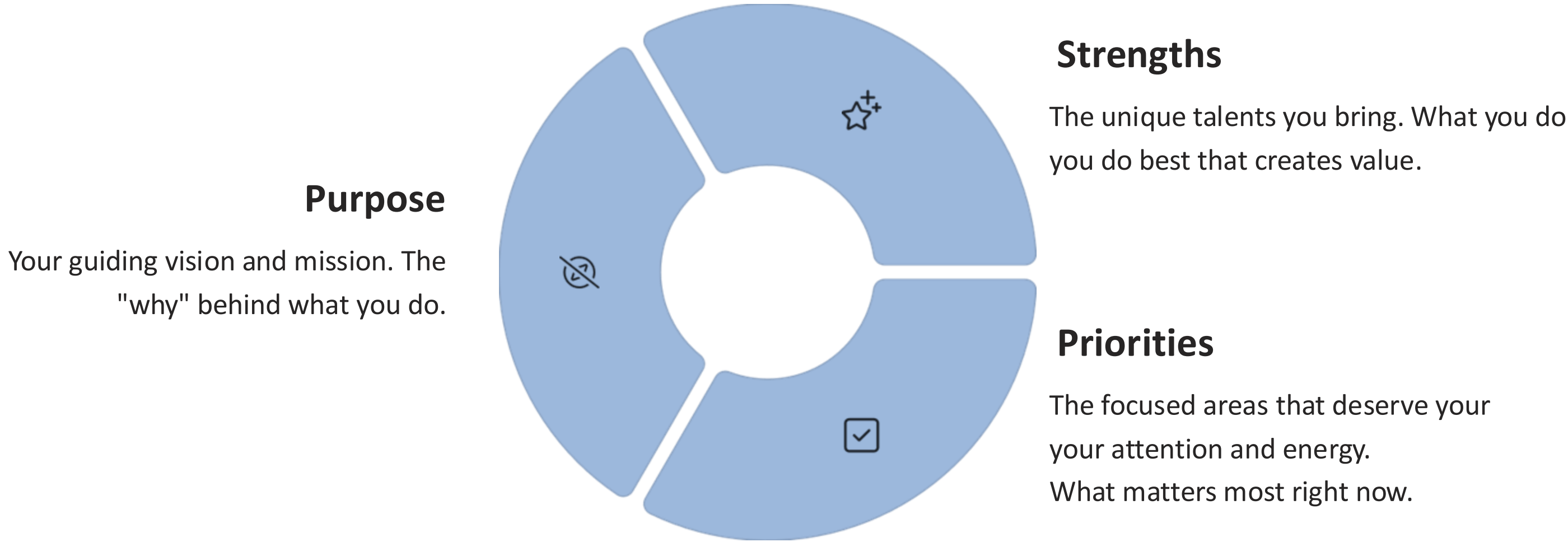
What you bring.

Why you lead.



Clarity Compass

Purpose | Strengths | Priorities



Users Guide to You

I'm at my best as a leader when...

You'll get the most from me by...

What energizes me is...

I'm not the right person for...



Tool to Try

manualof.me

Hello, I'm
Matthew



The basics you should know

I'm Matthew, an independent strategy partner who helps teams to help them figure out what to do next.

I've helped organisations including LEGO, Diageo, Klarna, the UK Government, BBC, Unilever, and Books, as well as many lovely smaller businesses.

I combine strategic foresight, creative insight, and a hacker ethic - and love prototyping and making things. I see the big picture and finding a path through the woods.

I also run Leapers - a community supporting the health of the self-employed, which has helped people in the past five years, and creator of Leapers (which is what you're using now).

I'm a single parent, coffee nerd, get easily distracted, learning Swedish, love ice-cream, the smell of rain, and run out of energy at 3pm.

Enter your answer...

You'll convince me to get on board by ...

Being clear about what you're expecting from me, work with me, not just tell me what to do - and be open to opportunity, not just farming it out to others.

The environments in which I work best

It really depends. I need to move around a lot - I like quirky comfy spaces, as well as open spaces. I like having some noise and I like having my headphones on. I need to move from space to space to suit the mood and the task rather than being tied to a particular location.

The best way to give me feedback

Honest, candidly and written, please.

I need to hear where I could improve things, where I've done well. I need to understand what's good enough, so I don't over-engineer things. Regular check-ins with me are essential and I'm not wandering off the path.

I don't accept compliments well, so try to give them as a good outcome for the project, rather than being good.

Beyond work, I'm really interested in

I'm a big coffee nerd (actually, I'm a

Exercises

Here are some activities to help you answer this question:



A-Team and Others

Here's a little game to help you uncover skills and attributes you value in a team.



Convince Me

What do you need to be convinced of something?



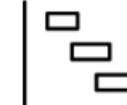
ikigai

Ikigai is a powerful tool to see where your ideal combination of motivation, skill, need and income lie.



Proud in the pub

What are the pieces of work you get excited about in front of your friends?



Project Stages

Where and when do you do your best?



Ten Questions Brief

What do you need in a brief?

Tool to Try
manualof.me

The better you know yourself,
the better you can lead others.



What's your why?

Lead with purpose.

Let it guide your
focus and energy.

Myth vs. Reality

Myth:

Clarity comes from planning



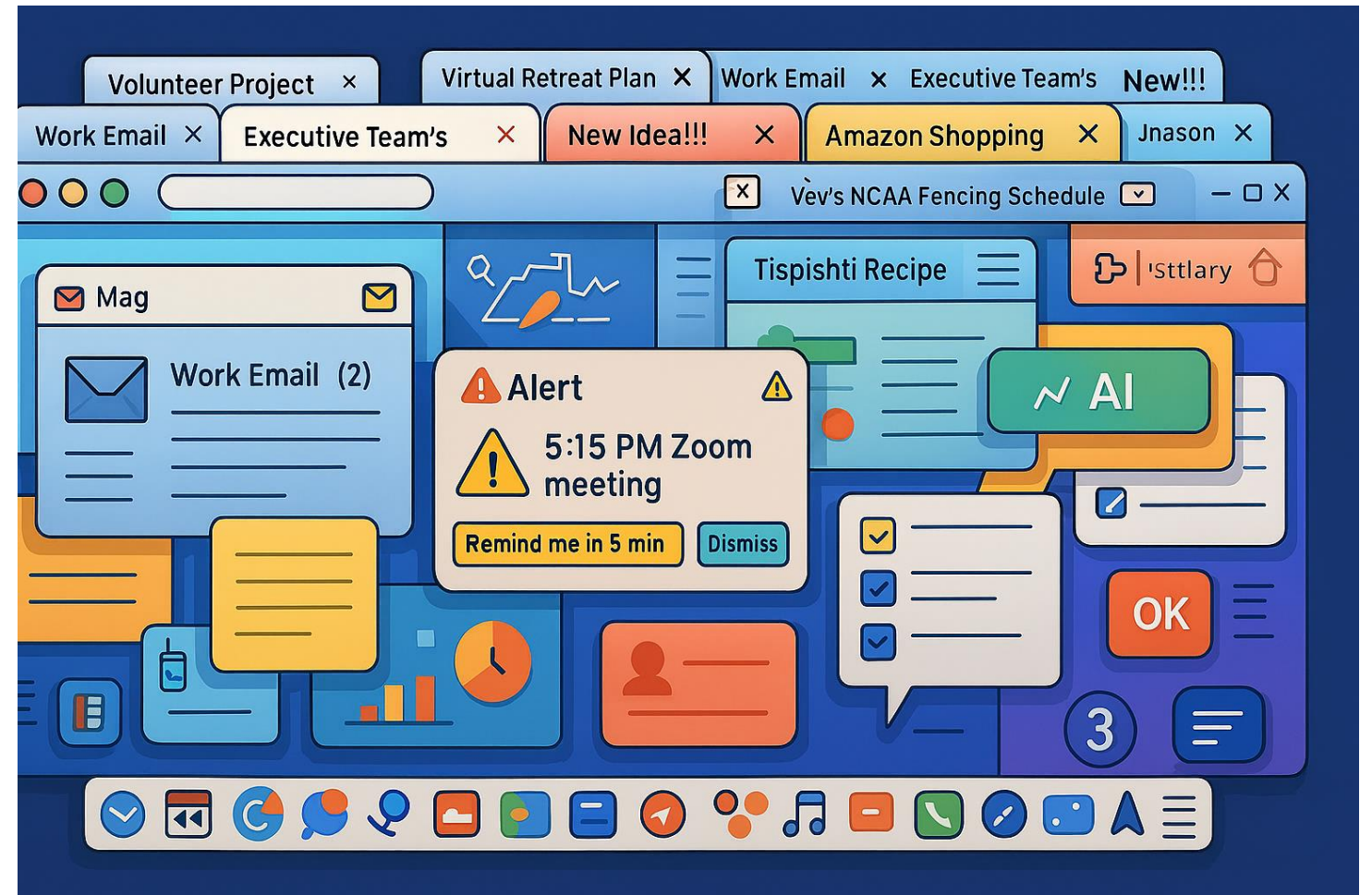
Reality:

Clarity comes from **subtracting**



**You can do
anything.
But you can't do
everything.**

Clarity is about doing the right things — on purpose and with purpose.

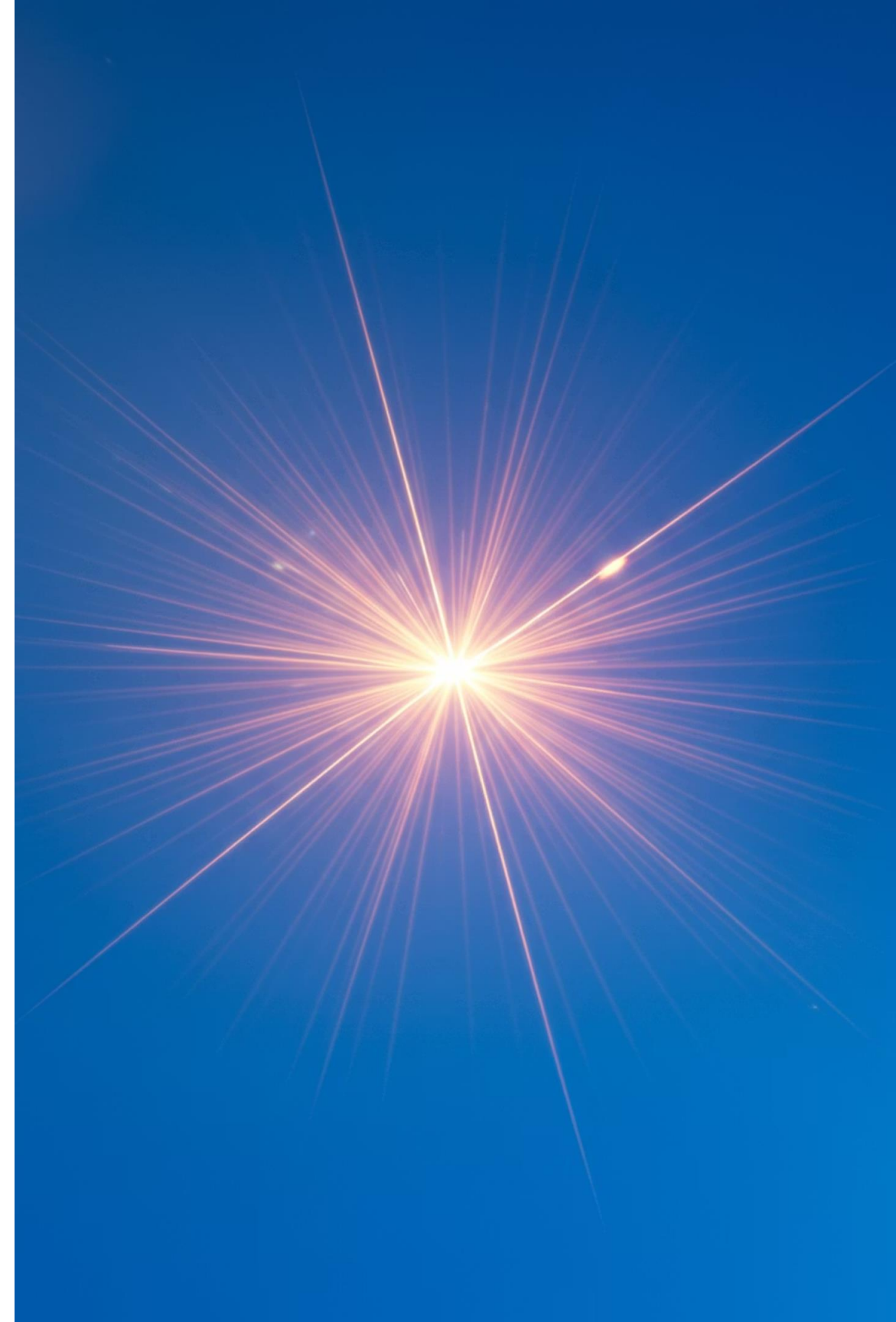


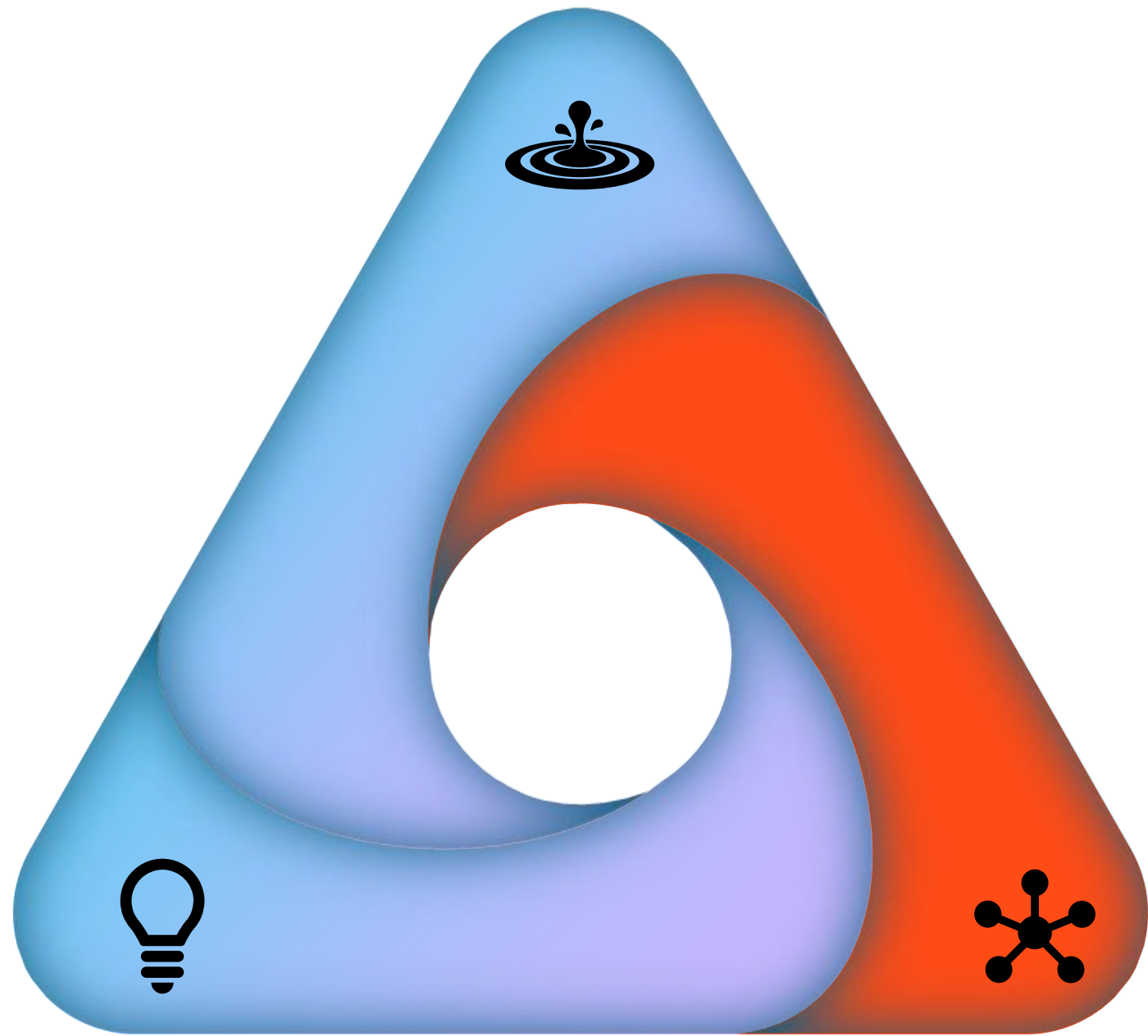
A graphic featuring a 4x4 grid of 16 sticky notes on a light beige background. The sticky notes are in three colors: yellow, light green, and light orange. The central sticky note, located at the intersection of the second and third rows and the second and third columns, is yellow and contains the text "Tools to Try" in a bold, black, sans-serif font. The other sticky notes are arranged in a checkerboard pattern around the center, with yellow notes at (row, col) positions (1,2), (1,4), (2,1), (2,3), (3,2), (3,4), (4,1), and (4,3), green notes at (1,1), (1,3), (2,2), (2,4), (3,1), (3,3), (4,2), and (4,4), and one orange note at (4,4).

**Tools
to Try**

From Clarity to Connection.

Clarity gives direction.
Connection gives
momentum.





Connection

Map your path by
engaging others.

Who you reach.

How you listen.

What you cultivate.



Connection fuels
commitment.

It turns *I don't have time*
into *I'll make time*.



Connection Equation

Personal Ask + Clear Role + Recognition = Engagement



Personal Invitation Quadruple Impact

Volunteers are **4x** more likely to return if personally asked to participate



Micro-Volunteering Boosts Effectiveness

Offering smaller, clearly defined roles increases participation by **27%**



Recognition Matters

Celebrating contributions completes the engagement equation



Connection Equation

Personal Ask + Clear Role + Recognition = Engagement



The Fluffernutter Principle

Chunky = bite-sized, doable roles

**Chunky gets people in.
Sticky keeps them engaged.**

**Sticky = purpose +
recognition**



The Fluffernutter Principle

Chunky Ideas for MicroVolunteering

Write a newsletter
blurb

Welcome new
members at a
meet-up

Contact potential
venues

Reach out to a
member in need

Create a short
video or social
media post

Write thank
you notes

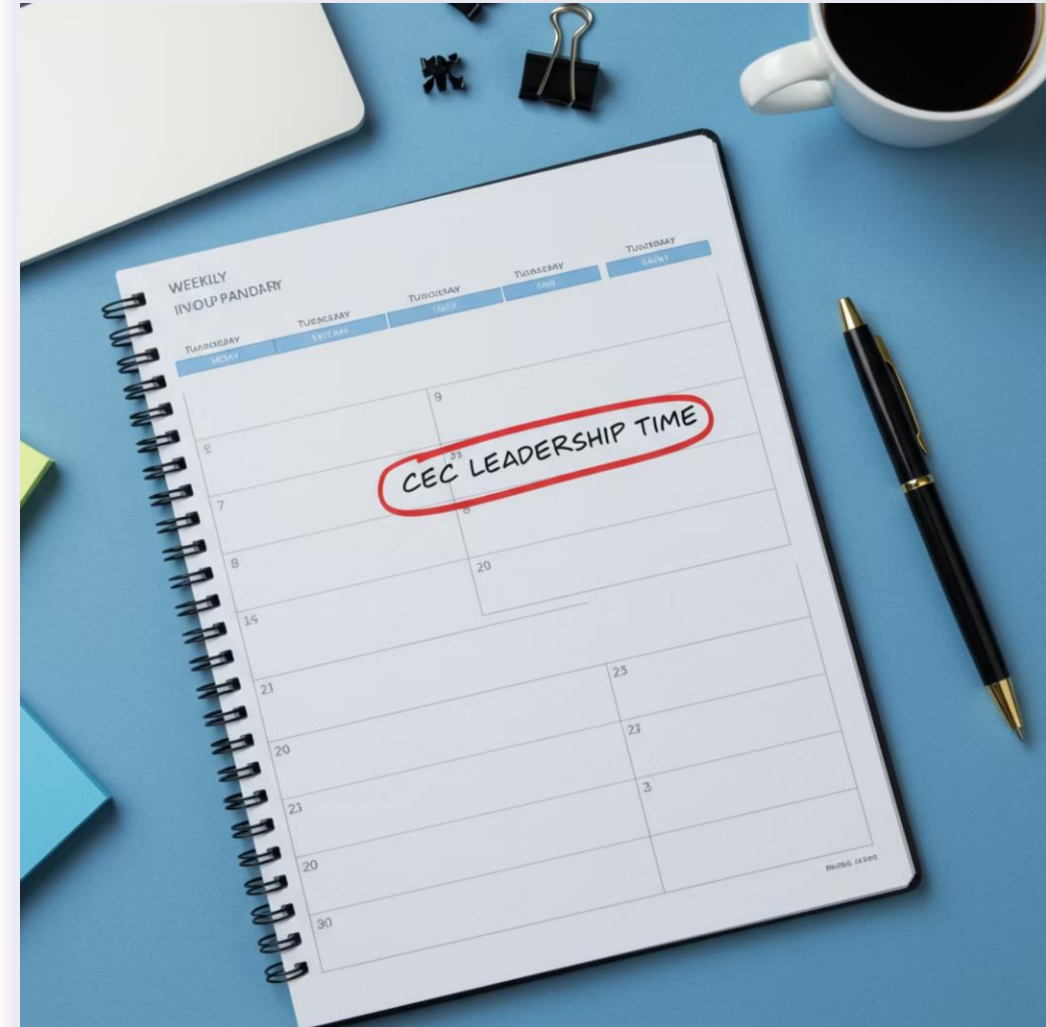


The Fluffernutter Principle

Chunky Ideas for You!

Use AI to
brainstorm,
organize, and
break your goals
into chunks.

Block a set
time each
week for CEC
on your
calendar





Connection Planner

Schedule regular check-ins and meaningful touchpoints



Micro-Roles Menu

Create a catalog of small tasks small volunteers can easily pick up



Win of the Week

Regularly celebrate accomplishments



Text > Email

Use more personal, communication channels for higher engagement and response rates



WhatsApp Group

Create dedicated messaging groups for quick updates and building community

Making Your Fluffernutter

Let's Brainstorm

1

Chunk it up

- What are 3 tasks a volunteer could do in <1 hour?
- What stuck on your list that someone else could do?

2

Make it Sticky

- What would make those tasks fun and engaging?
- What made *you* stay engaged?
- How could you adapt that for others?





Leadership is about making others feel included, valued and successful.

Then we can amplify our impact.

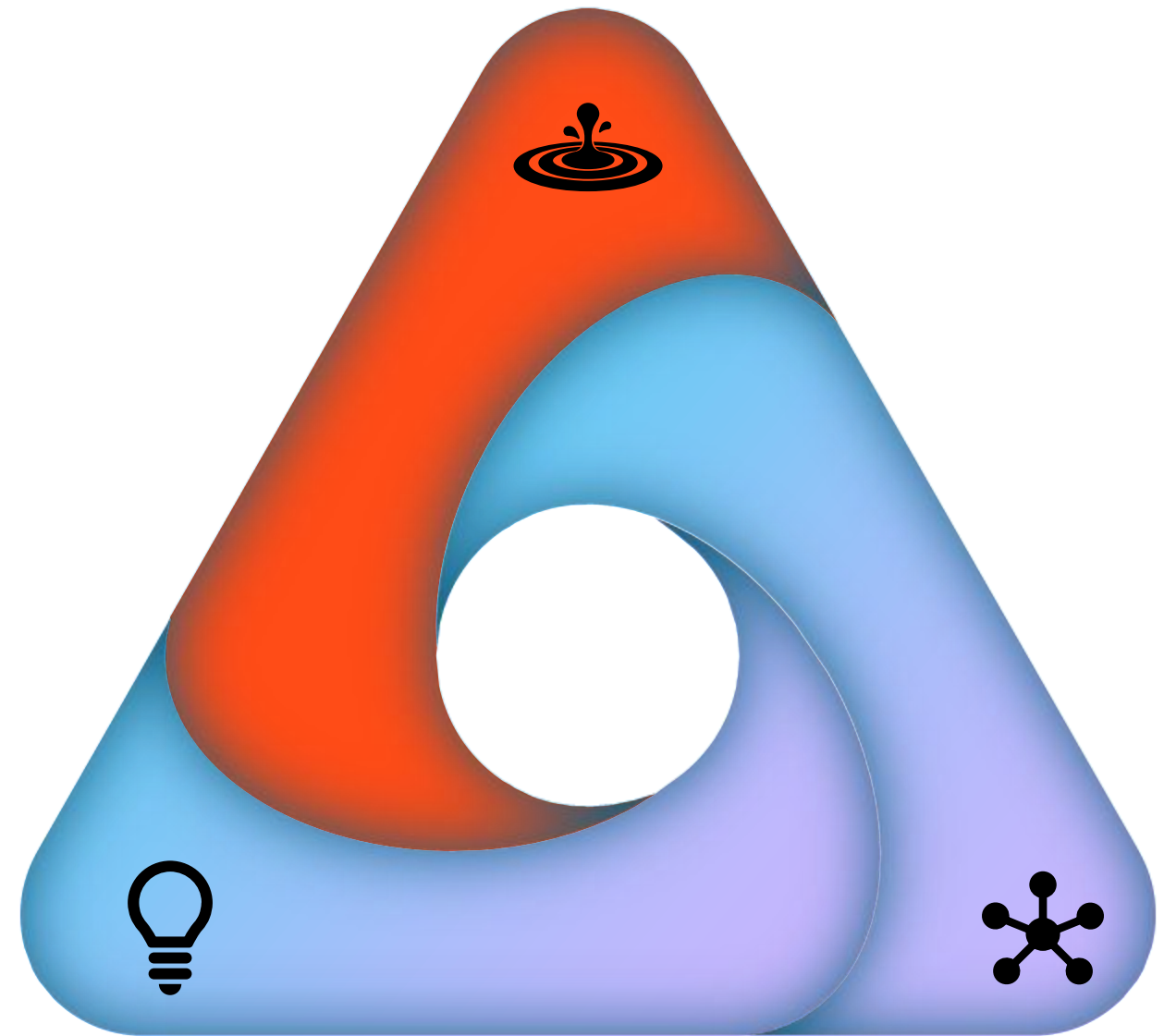
Impact

Act on what matters.

What you shape.

Who you inspire.

Where it leads.



The background of the entire slide is a light blue gradient with a pattern of concentric, slightly blurred ripples emanating from a central point, resembling a drop of water hitting a surface.

Impact isn't one huge thing.

It's the accumulation of small, intentional
actions that matter.

It's the thank you.

It's the wins.

It's the time you took to reach out.

The background of the entire slide is a light blue-grey color with a subtle pattern of concentric ripples, resembling a drop of water hitting a calm surface. The ripples are centered in the middle of the frame and expand outwards, creating a sense of movement and impact.

What's the impact you want to have?

Impact isn't about how
loud your moment is.

It's about how it ripples.

Quiet mentorship

Who are your quiet mentors?

Who is learning from you?



Data & Insight

Consistent Progress

The #1 driver of motivation is making consistent, meaningful progress.

(HBR, The Progress Principle)

Small Wins for the Win

Sustainable leadership is built on *small wins*, not heroic effort.

Celebrate Successes

Teams that celebrate micro-successes are 2x more likely to meet long-term goals.

Intentional Energy

You control the energy you bring into every space, every interaction.

What kind of energy will you choose?

Leadership is more than words.
Your energy is the first signal.





What, So What, Now What— Framework for action

What's happening?

Objective assessment

Why does it matter?

Meaning and implications

Now what can we do?

Action and next steps

Words matter

A Powerful Tool for Intentional Energy



Instead of:

Why didn't they...?

We don't have...

Try:

What's one thing we can do?

It would be great if we....

Small word adjustments, big leadership impact.



Reflect

Think back to a recent meeting or moment where things felt tense, scattered, or uncertain.

1

What energy did you bring into that space?

2

Did you make an intentional decision about it?

3

How might that moment have shifted if you had chosen your energy intentionally?

Pair and Share

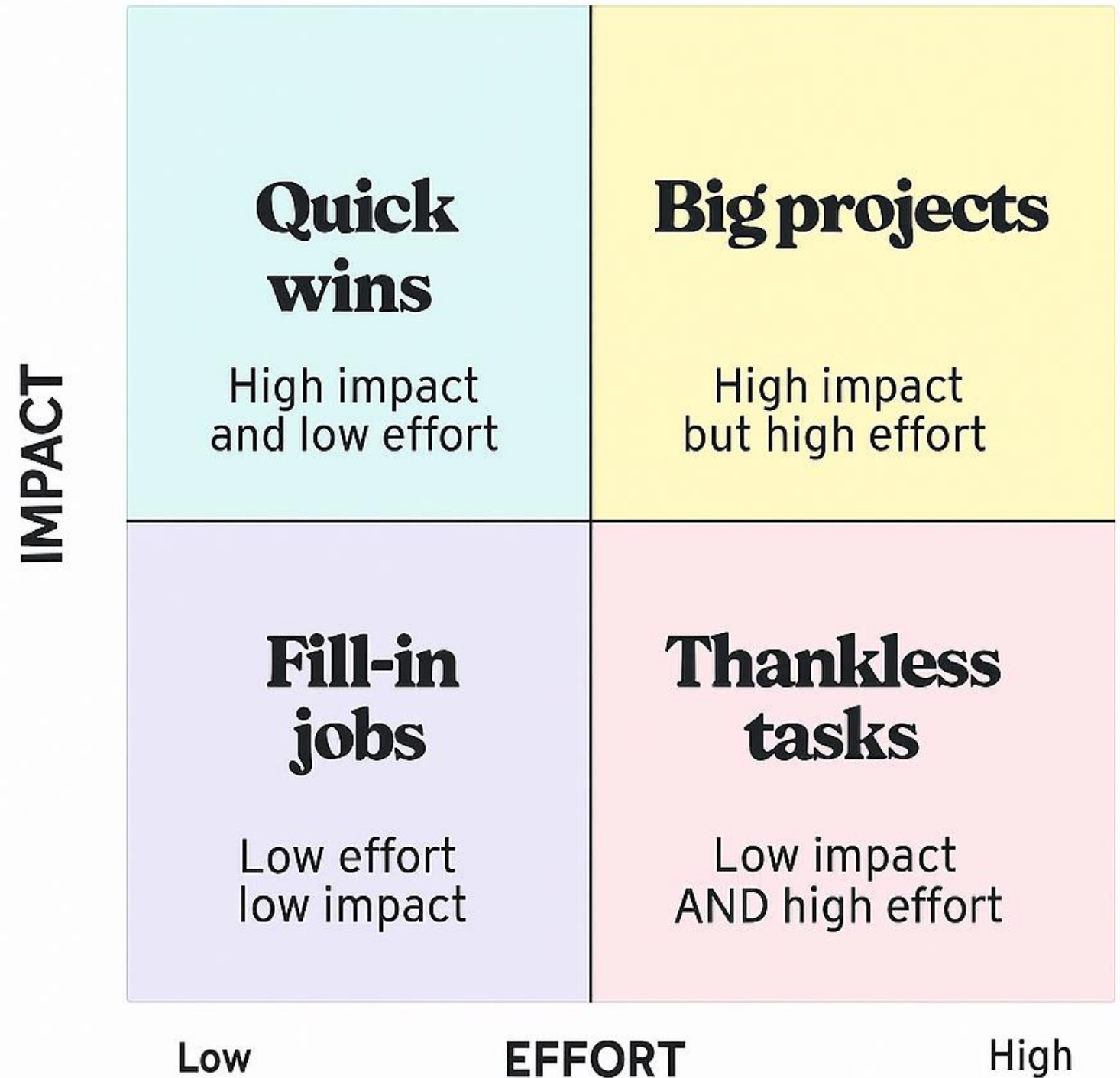
What's one kind of energy you want to lead with more often?

Every pebble strengthens
the ripple.



What is both
achievable *and*
meaningful?

IMPACT VS EFFORT





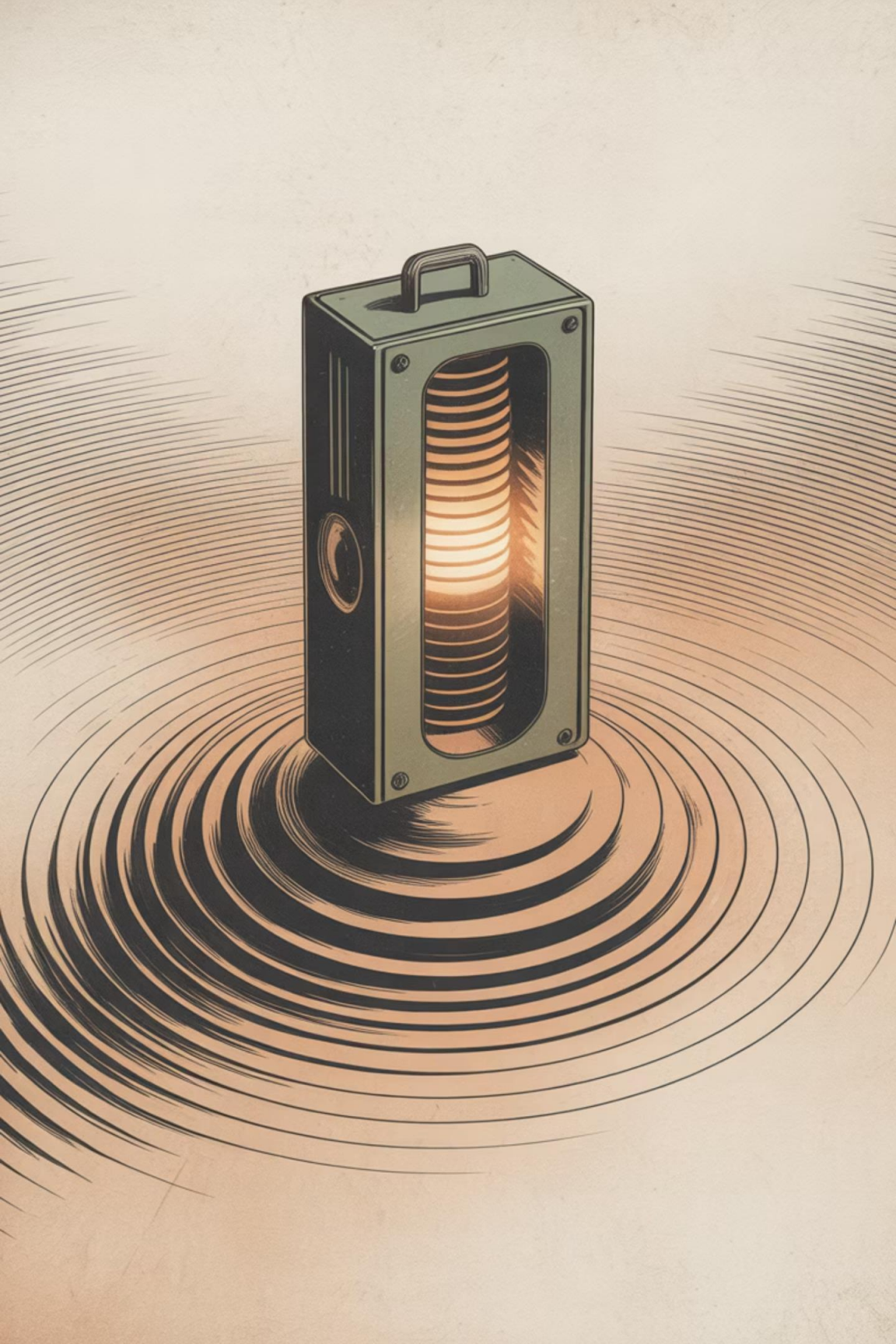
Tools to Try

Try One Slide Meeting Updates

- ✓ Headline: What others need to know
- ✓ Wins! What's going well
- ✓ Walls: Where I need help
- ✓ Food for Thought discussion question

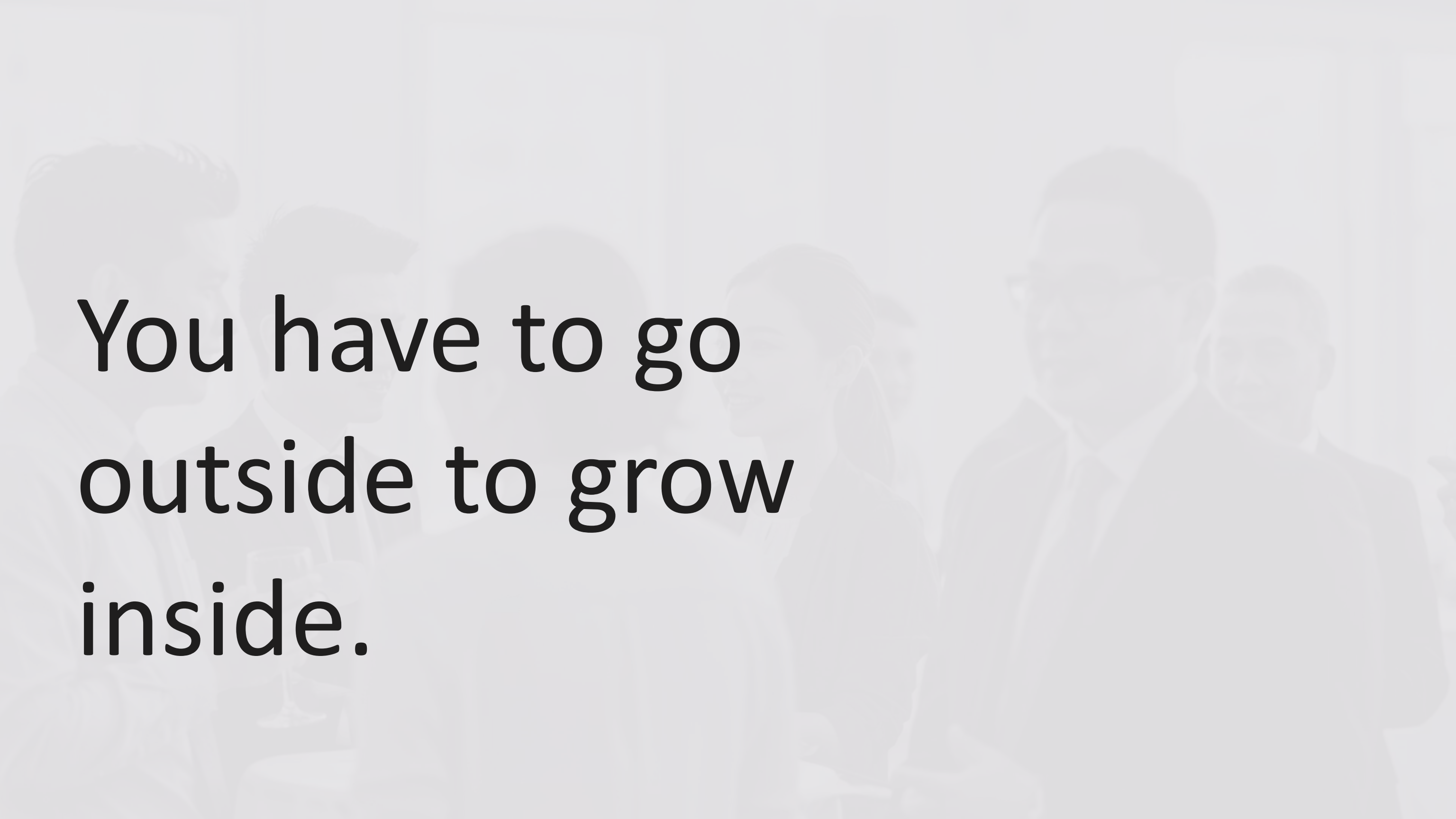
Use Meeting Time
to
Discuss
'Now What'

Ask each volunteer
to set a goal for
their own impact.



Amplify

Multiplying Your Leadership

A faded, grayscale background image showing a group of business professionals in a meeting. Several people are visible, some looking at each other, others looking down, suggesting a collaborative work environment. The image is semi-transparent, allowing the text to be clearly visible over it.

You have to go
outside to grow
inside.

Needs & Leads in Action

A simple framework for creating valuable connections and support:



Needs

Someone needs guidance, ideas or support support from the group.



Leads

Raise your hand if you have experiences or or ideas to offer, or if you have the same need need and want to be in on this one.

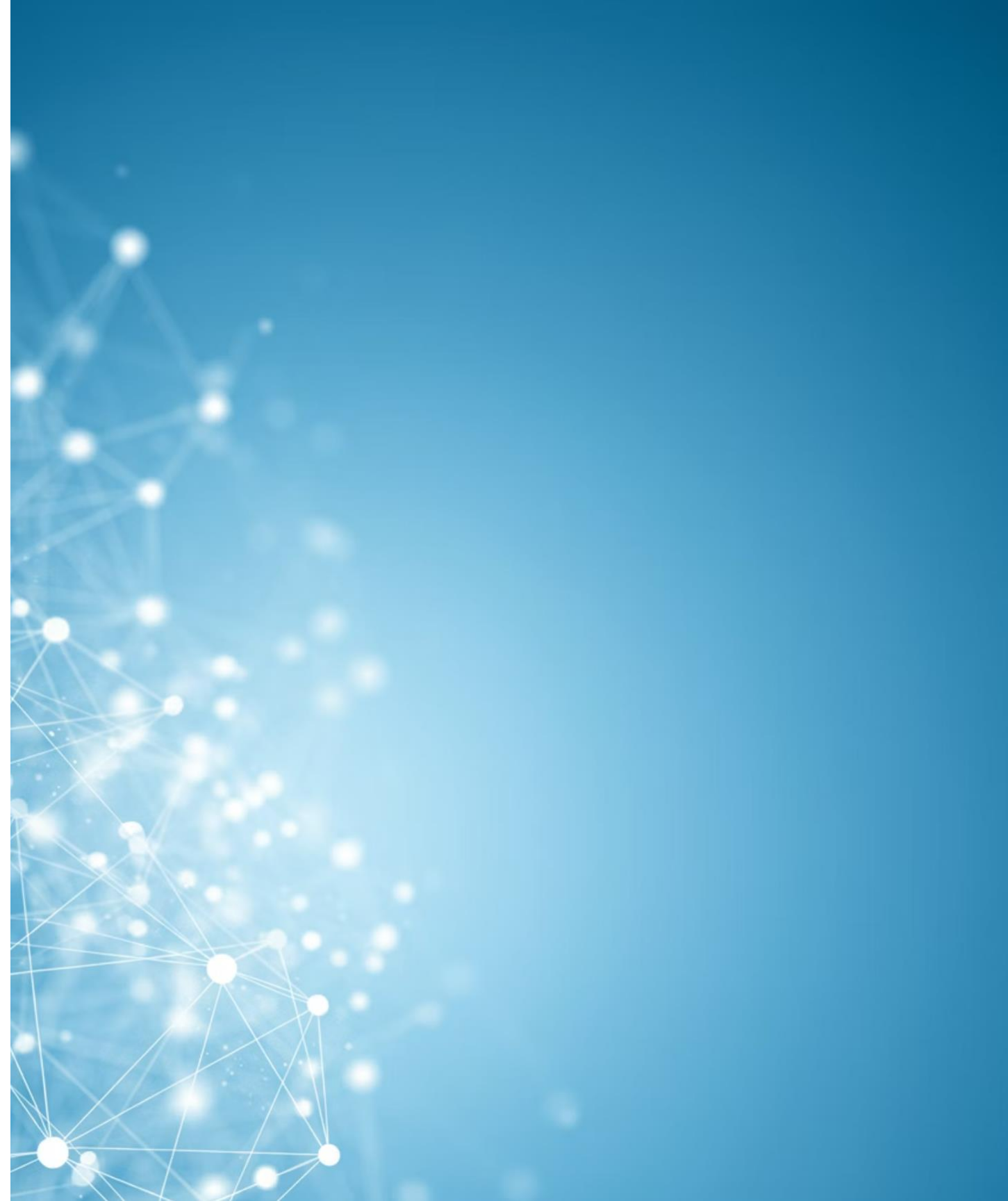


Connect

Help make the match. Follow-up and create create the space for meaningful exchange. exchange.

Your network is your
superpower.

It's your
Leadership Power Grid.



A vintage vacuum tube amplifier with five glowing tubes and a digital display showing 'AMPLIFY'. The device is silver and black, with a digital display in the center showing the word 'AMPLIFY' in white. It has two knobs on the front and is sitting on a reflective surface. The background is dark with some blurred lights.

Modeling Leadership Amps

Use your own experience to guide how you amplify others:

1

What's a time someone amplified your leadership?

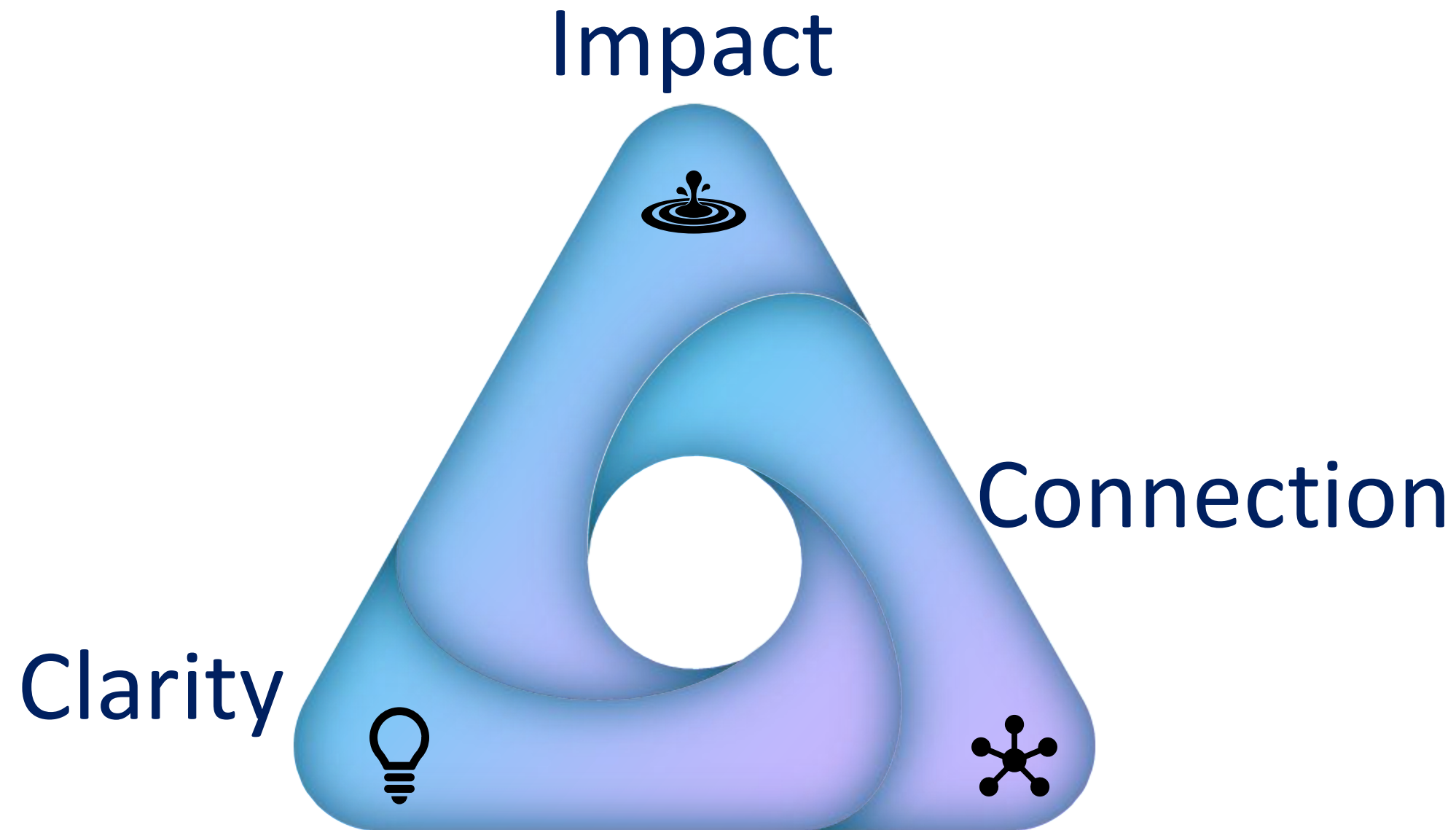
Reflect on your personal experience

2

How can you do the same for someone else this else this year?

Apply your insights to help others grow

Leadership That Sticks: The Model



Reflections into Action

What you focus on, grows.





Your Leadership Vision



What impact do I want to have by December 31?



What's one thing I'll do in the next 30 days?



What could get in the way?



Who can support me?

**Leadership that sticks doesn't
doesn't
stop with you.**

**It sticks because you live it and
and share it.**



Takeaways

**What's one word you're
carrying into the rest of today?**

A person is shown from the chest up in profile, facing left. They are holding a large, white, three-dimensional word "Resilience" in their open palms. The person is wearing a light-colored long-sleeved shirt. The background is a warm, out-of-focus indoor setting with light-colored walls and a window letting in soft light.

Resilience

Leadership isn't about doing it all.

It's about showing up, being clear on what matters, and helping others do the same.

It's about Clarity, Connection and Impact.



Ask yourself:



Is what I'm doing and why *clear*?



Is it *connected*?



Is it creating *impact*?

Because when you do that, you're creating leadership that sticks.



Leadership That Sticks

Clarity. Connection. Impact.

Debra BenAvram, FASAE, CAE

[linkedin.com/in/debrabenavram](https://www.linkedin.com/in/debrabenavram)