

EmpowerLA's Leadership Academy is on the Road!

Stephen Box



EMPOWERMENTLA REPORT-The Spring Semester of Empower LA's Leadership Academy is on the road with a brand new roster of empowerment sessions designed to support the upcoming Neighborhood Council elections with workshops on outreach, communications, and advocacy. In the first month, representatives from 31 different Neighborhood Councils participated in the Leadership Academy, enjoying a wide variety of workshops.

Empower Yourself sessions are hands-on opportunities that feature topics such as Public Speaking, Social Media, Powerful Partnerships, Group Dynamics, Successful Advocacy, and Parliamentary Procedure. The tools and strategies presented in these sessions are designed for personal growth.

Empower Your Community sessions present tools and strategies for improving the effectiveness of neighborhood councils and include Advocacy Campaigns, Media Strategies, Outreach Tools, Neighborhood Networks, Communications, WordPress Websites, Newsletter Strategies, and Managing Mailing Lists.

Empower LA sessions are hosted by General Manager BongHwan (BH) Kim and feature City Hall leaders at the GM's Roundtable. These are great opportunities for neighborhood councils to engage stakeholders in face-to-face sessions with the people responsible for running the city and delivering City Services.

Purpose: Neighborhood Council elections are a Neighborhood Council's most significant and powerful outreach event, offering the opportunity to tell the NC story to the community, to revitalize the council with energetic candidates, to connect with stakeholders, and to establish priorities for the upcoming terms. NC Elections are a beginning, not an end, and a commitment to reaching out to the community with workshops that will engage qualified candidates will result in robust participation in the Neighborhood Council system.

Strategy: EmpowerLA's Leadership Academy typically features sessions that focus on board operations and standards. These include Brown Act training, Ethics training, Funding training, etc. In light of the upcoming Neighborhood Council elections, the Leadership Academy shifted the focus and is offering sessions that will attract new stakeholders and potential candidates while offering tools to existing boardmembers that will aid them in advocacy, outreach, and communications. The objective is to support the upcoming Neighborhood Council elections.

Workshops: The workshops are designed to provide tools and strategies for engaging stakeholders and candidates, for increasing council effectiveness, and for establishing an effective foundation of outreach and communications. The courses range from personal growth workshops that develop community leaders to advocacy training and board capacity workshops for councils. The workshops are complemented by several GM Roundtables, hosted by Department of Neighborhood Empowerment General Manager BongHwan "BH" Kim, that bringing City Hall to the communities.

Thursday, May 10th
SATURN ELEMENTARY SCHOOL



5360 Saturn Street, LA 90019 **6:00 pm to 9:00 pm**

Empower Yourself
"The Secrets of Social Media"
Empower Your Community
"Horizontal Partnerships, Vertical Growth"

Saturday, May 12th
MARVIN BRAUDE CONSTITUENT CENTER
6262 Van Nuys Blvd, Van Nuys 91401 **8:00 am to 12:15 pm**
Empower Yourself
"Powerful Public Presentations"
Empower Your Community

“Telling the Neighborhood Council Story”

Empower LA

“General Manager’s Roundtable”

Thursday, May 17th
SOUTH VALLEY – Election Regions 3 & 4
Location tbd

6:00 pm to 9:00 pm

Empower Yourself

Empower Your Community

Thursday, May 31st
North Valley – Election Region 2
CHATSWORTH TRAIN DEPOT
10046 Old Depot Plaza Road, LA 91311 **6:00 pm to 9:00 pm**

Empower Yourself

Empower Your Community

Saturday, June 2nd
CENTRAL LA – Election Region 6
Location tbd

1:00 pm to 4:00 pm

Empower Yourself

Empower Your Community

Thursday, June 7th
CENTRAL LA – Election Region 6
Location tbd

6:00 pm to 9:00 pm

Empower Yourself

Empower Your Community

Saturday, June 9th
EAST AREA – Election Region 7
Location tbd

8:00 am to 12:15 pm

Empower Yourself

Empower Your Community

Empower LA

“General Manager’s Roundtable”

Thursday, June 14th
EAST AREA – Election Region 7
Location tbd

6:00 pm to 9:00 pm

Empower Yourself

Empower Your Community

Thursday, June 21st
EAST AREA – Election Region 8
Location tbd

6:00 pm to 9:00 pm

Empower Yourself

Empower Your Community

Saturday, June 30
EAST AREA – Election Region 8
Location tbd

8:00 am to 12:15 pm

Empower Yourself

Empower Your Community

Empower LA

“General Manager’s Roundtable”

Saturday, July 7th
SOUTH LA – Election Region 9 & 10
Location tbd
8:00 am to 12:15 pm
Empower Yourself
Empower Your Community
Empower LA
“General Manager’s Roundtable”

Thursday, July 12th
SOUTH LA – Election Region 9 & 10
Location tbd
6:00 pm to 9:00 pm
Empower Yourself
Empower Your Community

Saturday, July 14th
SOUTH LA – Election Region 9 & 10
Location tbd
8:00 am to 12:15 pm
Empower Yourself
Empower Your Community
Empower LA
“General Manager’s Roundtable”

Thursday, July 19th
WEST LA – Election Region 11
Location tbd
6:00 pm to 9:00 pm
Empower Yourself
Empower Your Community

Saturday, July 28th
WEST LA – Election Region 11
Location tbd
8:00 am to 12:15 pm
Empower Yourself
Empower Your Community
Empower LA
“General Manager’s Roundtable”

To reserve a seat at one of the EmpowerLA Leadership Academy workshops

[CLICK HERE.](#)

For more information, please email
Stephen Box at Stephen@ThirdEyeCreative.net
or call 323-864-7586.

Empower Yourself sessions are hands-on opportunities that feature topics such as Public Speaking, Social Media, Powerful Partnerships, Group Dynamics, Successful Advocacy, and Parliamentary Procedure. The tools and strategies presented in these sessions are designed for personal growth.

“Get Connected” build some Klout by getting your Tweet on, filling your Facebook, building up your YouTube library, and embracing the social media revolution (facilitated by Enci Box)

“Getting Heard in City Hall” it’s one thing to make noise, it’s another thing to be heard. learn how to present your case to those who are in a position to address your issue (facilitated by Justin Brimmer)

“Powerful Public Presentations” - overcome your fear of speaking in public and master the essential skill that ekey to the success of advocates, community leaders, and professionals (facilitated by John F. John Jr.)

“The Three P’s of Powerful Advocacy” - sometimes the most effective solutions are the simplest. the three P’s are certainly simple, but they are also time-tested effective (facilitated by Commissioner Douglas Epperhart)

“Unlocking the Mysteries of Parliamentary Procedure” - from Lord of the Flies to the House of Commons, there are rules for meetings. Find your talking stick, master Robert’s Rules of Order, and participate confidently in public meetings (facilitated by Ivan Spiegel)

“Running a Great Meeting” - create order out of chaos with these great strategies for engaging the public, conducting the business on the agenda, giving everybody a chance to be heard and getting it done on time (facilitated by Ivan Spiegel)

“The Rule of Three – Turn Efforts into Results” - the next big leap in thinking is the art of seeing the big picture and moving from “us vs. them” to “we.” Seize the potential for transformation from a new empowering viewpoint (facilitated by Mike Morrison)

“Discovering Your Story” - everybody has a story and learning to tell that story is the foundation for successful advocacy, whether as an individual or on behalf of a community (facilitated by Cindy Marie Jenkins)

“Community Time Banking” - something powerful happens when people begin to share their skills, their knowledge, and their time, creating a community that connects unmet needs with untapped resources (facilitated by Autumn Rooney)

“The Greening of Los Angeles” - from community gardens to urban beekeeping, Angelenos are getting back to the basics and creating communities that share a passion for the simple pleasures of a sustainable lifestyle (facilitated by Erik Knutzen)

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“Neighborhood Council Elections” - plans for the upcoming neighborhood council elections and the importance of a solid connection between great outreach for candidates and successful voter turnout. (facilitated by Jerry Kvasnicka)

“Election Outreach” - the full spectrum of outreach tools, from old school to new school, analog to digital, print to virtual, low-tech to high-end, the choices are yours (facilitated by Stephen Box)

“Getting Good Press” - simple rules for press releases that get attention, for engaging journalists, and for telling compelling stories that engage the media and their readers, your stakeholders (facilitated by Stephen Box)

“The Secrets of Social Media” - the mysteries of social media are revealed along with tricks for turning Twitter, Facebook, YouTube, and Constant Contact into tools for “Getting Connected” effectively. (facilitated by Enci Box)

“Print Campaigns that Work” - a powerful strategy for using direct mail campaigns to connect with stakeholders, using simple postcards that are specific to an event such as an election and newsletters that include resource information. (facilitated by Cindy Cleghorn)

“Email Campaigns & Newsletters” - the secrets of successful email campaigns plus strategies for building robust stakeholder databases and distributing digital newsletters that are appealing and effective (facilitated by Enci Box)

“Branding Your Neighborhood” - election season is an excellent opportunity to tell the Neighborhood Council story and to connect stakeholders with the unique personality and character of their neighborhood (facilitated by Cindy Marie Jenkins)

“Horizontal Partnerships, Vertical Growth” - successful advocates forge partnerships based on common ground, increasing their political power and improving the yield from their advocacy efforts (facilitated by Stephen Box)

“The Big Story” - branding your neighborhood council is good old-fashioned storytelling and there are eight essential elements to a great story. From Aristotle to Hollywood learn from the masters! (facilitated by Stephen Box)

“Advocacy that Works, Outreach that Connects, Elections that Empower” - a blueprint for success that provides tools for defining issues, establishing goals, managing resources, executing strategies, maintaining communications, connecting with community partners, and capitalizing on the upcoming elections as the greatest outreach opportunity for neighborhood councils. (facilitated by Stephen Box)

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