

SHOW ME A HERO

The most important thing about heroes isn't what they can accomplish on their own. It's what they inspire in others. A hero models qualities that we aspire to, and through their example, we can clarify who exactly we want to be.

1 Choose a real life hero.

- Pick someone with a public profile (not your mother, no matter how cool she is!). This should be someone your group can learn from. Someone who can inspire your audience.

2 Write down the characteristics of this hero

- How do they talk and how do they listen?
- How do they lead and how do they follow?
- What are their values, their habits, and their sensibilities?
- Include every trait you can think of – no detail is too small!

3 Consider how this person could be a model for you as you pursue your campaign

- Which of the characteristics that you listed should you strive to embody?
- What concrete steps could you take to embody them as you interact with other stakeholders?

