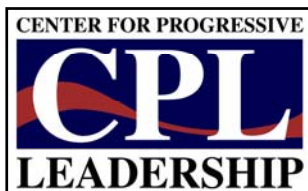




## **2009 Political Leaders Fellowship: Sample Weekend Workshop (Vision, Values and Messaging)**



**The Center for Progressive Leadership**

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## Pennsylvania Political Leaders Fellowship

Developing the Next Generation of Progressive Leaders



### 2007-08 Pennsylvania Political Leaders Fellowship Vision & Values and Messaging Saturday, October 27, 2007

#### Goals for the Weekend:

- Explore what it means to be a progressive on a personal level as well as in a broader context.
- Reflect on and share our progressive values and discuss how these influence and motivate us as leaders
- Explore how to use these values to effectively communicate your message and persuasively advocate for progressive issues/causes/candidates.
- Practice some concrete ways for getting your progressive, values-based message out to a broader audience.

<u>Saturday, 10/27</u>	<u>Session</u>
<b>8:30 – 9:00 am</b>	<b>Check-In:</b> <i>Light Breakfast &amp; Coffee served.</i>
<b>Morning Sessions:</b>	<b>Welcome &amp; Review:</b> Participate in a couple of short exercises designed to connect the dots from the previous workshop to our work this weekend.
	<b>Progressive Values &amp; Vision</b> Discussion around what it means to be a progressive in Pennsylvania, including history/philosophy and how progressivism differs as an ideology.
<b>12:00 – 1:00 pm:</b>	<b>LUNCH (with Guest)</b>
<b>Afternoon Sessions:</b>	<b>Values to Policy:</b> Discussion and practice in using values as a frame, values-based decision making and turning values into policy and action. Session includes case studies of real-life policy agenda setting, making tough choices and using your values as a guide. Session also touches on policy leadership.
	<b>BREAK</b>
	<b>Message Development:</b> Learn methods for translating your vision and values into an effective personal message. Session will include exercises to help Fellows develop and refine their message, ensure that it will resonate with their target audience and communicate it in the most effective way
	<b>CPL Mentor Program:</b> Learn about the CPL Mentor Program.
<b>5:00 pm:</b>	<b>Wrap-Up/Q&amp;A:</b> Complete your evaluations and review Sunday's agenda.



# Pennsylvania Political Leaders Fellowship

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## 2007-08 Pennsylvania Political Leaders Fellowship Vision & Values and Messaging Sunday, October 28, 2007

<u>Sunday, 10/28</u>	<u>Session</u>
<b>8:30 – 9:00 am:</b>	<b>Check-In:</b> Join Fellows, Faculty and Staff for breakfast and coffee before the day begins.
<b>Morning Session:</b>	<b>Message Delivery:</b> Fellows will break into small groups and practice delivery of their message. They will receive individualized feedback on their content and delivery from other Fellows, Faculty and staff.
<b>12:00 - 1:00 pm:</b>	<b>LUNCH (with Guest)</b>
<b>Afternoon Sessions:</b>	<b>Getting Out Your Message:</b> Understanding Free and Paid media options and strategies, how to present your message for different kinds of media, how to position your message to get maximum coverage, and strategies for building relationships with the media.
	<b>BREAK</b>
	<b>The Fellowship and Pennsylvania's Progressive Movement</b> Have an opportunity to explore how the work in the Fellowship impacts your role as a leader in Pennsylvania.
<b>4:30 pm:</b>	<b>Evaluation &amp; Next Steps:</b> Learn more about what to expect in the coming months.