



EXERCISE

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?