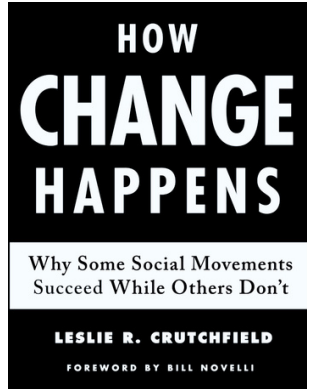


# Highlights

## BE LEADERFULL



### Give Away Power

- The difference between strong movements and weaker ones is that the winners are "leaderfull."
- They give power away, rather than hoard it.
- They provide common direction, rather than commands.
- Instead of squabbling over who gets credit ...leaderfull movement figureheads share power, authority, and the limelight.

### It's All About Grassroots

- Leaderfull movements purposely push power out to the grassroots, vesting authority in local chapters rather than controlling from the top.
- They disburse money, media attention, and training tools out to rank-and-file membership.
- They encourage people with the lived experience of the problem to lead—whether they're survivors, victims' families, or otherwise injured to the cause.
- All of the winning movements of modern times were successful because leaders embraced bottom-up approaches. Their top brass acted more like orchestra conductors than military commanders or corporate CEOs.

### Leaderfull Structure

- Leaderfull is the opposite of the structured hierarchical, top-down management approach embodied by traditional corporations and nonprofits, where a CEO is clearly in charge and calls the shots.
- Its leadership structure is an upside-down pyramid, with its members at the top and staff supporting them from underneath.
- Leaderfull movements nurture and grow its networks of supporters at state and local levels, and leverages those networks to advance the cause.

### Effective Movements

- Effective movement leaders share power, authority, and limelight, and lead from behind, embracing a longterm view.
- This is letting go of ego, as well as putting cause and mission ahead of personal or organizational power.



Source: *Nonprofit Quarterly*