

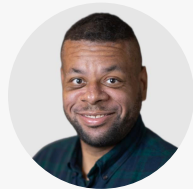
NOMINEE

FINDING YOUR WHY

Strategies to Survive and Thrive as a Community Leader

NOMINEE'S MISSION

PROVIDE A ***360° SUPPORT SYSTEM***
FOR EVERY STAGE OF YOUR
POLITICAL CAREER



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**WE NEED MORE GOOD PEOPLE
TO RUN FOR OFFICE**

Today's Political Environment

ABUSE

THREATS

SOCIAL MEDIA TOXICITY

IMPACTS ON FAMILY

LONG WORK HOURS

CONFLICT

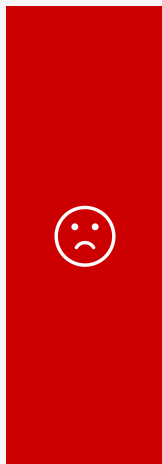
HYPER-PARTISANSHIP

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**“I DON’T KNOW HOW MUCH
LONGER I CAN DO THIS”**

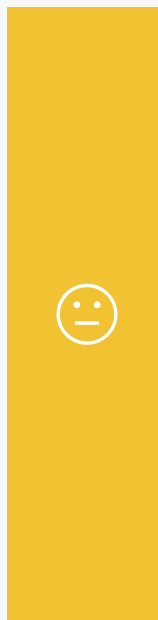
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Research from
apolitical foundation



41%

Describe their mental
health as “low or very low”



55%

Describe their mental
health as “moderate”



4%

Describe their mental
health as “high”

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A person is seen from behind, standing in a dark room and looking at a large screen. The screen displays a soft blue gradient. The person is wearing a dark coat. The overall mood is contemplative and human.

**POLITICIANS ARE NOT ROBOTS.
THEY'RE PEOPLE.**

HOW CAN I
SURVIVE AND THRIVE
IN POLITICS?

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WHAT CAN YOU DO?

PRAISE YOUR RIVALS

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WHAT CAN YOU DO?

BUILD SYSTEMS TO SUPPORT EACH OTHER

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WHAT CAN YOU DO?

FIND YOUR NORTH STAR

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ACTIVITY

PERSONAL REFLECTION

PART ONE

WHAT'S YOUR ORIGIN STORY?

QUESTION 1

WHAT SPECIFIC MOMENT
OR EXPERIENCE ***INSPIRED YOU***
TO RUN FOR OFFICE?

QUESTION 2

WHAT ***CHANGE***
DID YOU MOST WANT TO BRING
TO YOUR COMMUNITY?

QUESTION 3

**WHOSE FACE COMES TO MIND
WHEN YOU THINK ABOUT
*WHO YOU SERVE?***

PART TWO

WHAT ARE YOUR VALUES?

ACTIVITY

**CHOOSE *3 CORE VALUES* THAT MOST
DRIVE YOUR PUBLIC SERVICE.**

EXAMPLES

**INTEGRITY
COMPASSION
FAIRNESS
INNOVATION
INCLUSION
SUSTAINABILITY
REPRESENTATION
ACCOUNTABILITY**

ACTIVITY

**FOR EACH VALUE YOU SELECTED,
WRITE DOWN A SPECIFIC EXAMPLE
OF *HOW YOU EXPRESSED THIS VALUE*
IN PUBLIC OFFICE.**

PART THREE

**HOW HAVE YOU
MADE AN IMPACT?**

QUESTION 1

WHAT ***TANGIBLE CHANGE***
HAVE YOU HELPED CREATE THAT
YOU'RE MOST PROUD OF?

QUESTION 2

WHAT WORK FEELS ***UNFINISHED***
THAT STILL MOTIVATES YOU?

QUESTION 3

WHAT ***UNIQUE PERSPECTIVE***
OR VOICE WOULD BE LOST
IF YOU DIDN'T RUN AGAIN?

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ACTIVITY

PAIRED DISCUSSION

DISCUSSION

SHARE ***ONE KEY INSIGHT***
LEARNED FROM YOUR
PERSONAL REFLECTION

DISCUSSION

**DESCRIBE HOW YOUR
CORE VALUES CONNECT TO
SPECIFIC *COMMUNITY NEEDS***

DISCUSSION

OFFER ***ONE OBSERVATION***
ABOUT THE STRENGTH YOU HEAR
IN YOUR PARTNER'S MOTIVATION

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ACTIVITY

CREATING YOUR WHY STATEMENT

ACTIVITY

**DRAFT A CONCISE
“WHY STATEMENT” THAT CONNECTS
YOUR VALUES TO YOUR VISION**

A FEW TIPS

- **BE AUTHENTIC**
- **BE SPECIFIC**
- **RESONATE EMOTIONALLY**
- **ADDRESS BOTH PERSONAL MOTIVATION AND
COMMUNITY BENEFIT**

FORMAT

**“I SERVE BECAUSE I BELIEVE IN *[CORE VALUES]*,
WHICH OUR COMMUNITY NEEDS TO
[VISION / OUTCOME].”**

DISCUSSION

WHAT'S YOUR WHY STATEMENT?

HOW TO USE YOUR WHY STATEMENT

**DECISION
MAKING**

MOTIVATION

**CAMPAIGN
MESSAGING**

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THANK YOU

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