



OhioHealth
BELIEVE IN WE™

**Leadership Development
Initiative (LDI) Curriculum**

Empowering the Leader Within You

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In Moore SY, Cameron-Lewis RG, Ferris FD (eds). Leadership Development Initiative Curriculum, 2014. © The Leadership Development Initiative.

ISBN: 978-0-9884318-0-5

Originally Presented by [Frank D. Ferris](#)

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The Leadership Development Initiative gratefully acknowledges the support of:

- International Palliative Care Initiative, Open Society Foundations, New York, NY
- National Cancer Institute Center for Global Health, Bethesda, MD
- The Diana Princess of Wales Memorial Fund, London, United Kingdom
- National Hospice and Palliative Care Organization, Alexandria, VA
- Pettus Family Foundation

The content is solely the responsibility of the authors and editors, and does not necessarily represent the official views of any of the funders.

Acknowledgment and appreciation are extended to faculty and staff of the OhioHealth and the Institute for Palliative Medicine at San Diego Hospice (which housed the International Programs and the Leadership Development Initiative from 2009 to 2012). Special thanks to the Mentors, Consultants and the LDI Team who contributed so much to the LDI Curriculum.

Contact the LDI Team

E-mail: Frank.Ferris@OhioHealth.com

Frank D. Ferris, MD

The Leadership Development Initiative

Kobacker House

800 McConnell Dr

Columbus, OH, USA 43214-3463

Phone: +1 (614) 533-6299

Fax: +1 (614) 533-6200

Overview

The third week focuses on leading beyond self and organization, now looking at the broadest horizon; national and international leadership. The through-theme activity is based on the advanced skill of crafting communications, i.e., ‘messaging’. The Interactive Smart Chart® based on the Spitfire Strategies Smart Chart 3.0 is used to guide the process. It is a tool that helps nonprofit organizations make smart choices to develop high-impact communications strategies. In a stepwise way, working through the Chart, critical details of message craftsmanship are outlined, and lay the foundation for future work.

The frameworks used in LDI ("Developing the Leader Within You", "The Leadership Challenge", the "WHO Public Health Strategy for Palliative Care", "The 7 Habits of Highly Effective People") are reviewed frequently to reinforce that the deceptively simple wisdom and power in these teachings continues to evolve and strengthen. Advancing leadership skills depends on the fluid understanding and synthesis of the various models, and the practice and ability to implement the strategies in real time.

The necessary emphasis to develop skillful leadership within organizations, and identifying the arc of influence in the Circle of Influence versus the Circle of Concern, fosters team building and solid movement for those closest to a leader. Strategic planning builds credibility and demonstrates success to those who benefit by forward progression; both those ‘below’ and ‘above’ the identified Leader.

There is on-going maturation of relationships among the participants, beginning the transition of mentee to mentor, refining and finalizing personal stories, as well as developing skills in savvy communications and media engagement to lead broadly and widely, beyond one’s own organization.

Practice developing and presenting a personal message related to a concept, issue or activity is a key activity to build ‘messaging muscle’, and will advance leadership communication skills.

Objectives

After this presentation, participants will:

1. Describe the goals of Residential Course 3.
2. Know how strategic planning results in optimal messaging outputs.
3. Understand how to use the SMART CHART®.

Important Teaching Points

- Frequent review of basic leadership teachings keeps information fresh and readily useable.

- Communication: a message to engage people, to share feelings, to spread information, inspire change, to build a network, to get a response (positive or negative).
- Personal stories can be powerful messages and work best when they include head and heart.
- The SMART CHART process is **S**pecific, **M**easurable, **A**ttainable, **R**ealistic and **T**ime-bound.

Resources / References

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