How YOU Can Change the World

Network Building - An Essential Skill for All Leaders

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Find this and other T/MC ideas at http://www.tutormentorexchange.net
How Would You Respond?

This was front page of a major Chicago newspaper in October 1992…the day after a 7-year old was killed walking to school in Cabrini Green.

What actions have leaders taken to prevent tragedies like this? What actions can youth take?
How Could You Respond?

This was from the Jan 2 issue of the New York Times.

Could more mentor-rich STEM programs in these areas make a difference?
A Tutor/Mentor Program is a **Collective Effort** where many people work to help young people grow up and lead lives out of poverty.

- How do you recruit volunteers and youth to join a program?
- How do you keep them participating throughout a school year?
- How do you keep them coming back from year to year?

I’VE BEEN WORKING WITH THESE QUESTIONS EVERY DAY FOR 37 YEARS
Tangela joined CC in 1993, after being part of the MW/Cabrini Green Tutoring Program when in elementary school.

If the goal is to help kids living in high poverty neighborhoods be starting jobs/careers by their mid-twenties....

--- 16 years later.

How do we help tutor/mentor programs connect with youth when they are young, and stay connected to those kids from when we first meet them, to when they need our help as adults?....
Change takes Time. Change Makers Need to Have Long-Term Commitment

We use graphics like this to illustrate the long-term commitment it takes to help a youth go from first grade to first job.

Between 1973 and 2011 we applied these ideas through volunteer-based tutor/mentor programs we led in Chicago.
What would it take for science-based mentoring and learning to be part of non-school tutor/mentor programs in all parts of the Chicago region?

What roles can young people take in making this happen?

What ideas can you learn from the information shared on the Tutor/Mentor Institute, LLC web sites? http://www.tutormentorexchange.net
Our strategy is to enlist volunteers and leaders from every industry to mentor kids to careers.

Tutor/Mentor Institute, LLC and T/MC seek business partners to help in PULLING youth To careers from tutor/mentor programs in many locations
The first challenge is to put yourself in the role of network-builder. If you don’t accept this, nothing more will happen.
Resource Flow. Attention Span. We must solve these problems.

To keep kids and volunteers connected, we need these resources every day at every tutor/mentor program in Chicago.

* volunteers
* public visibility
* operating dollars
* technology
* training/learning
* leadership

This map could be any major city in the world where youth live in high concentrations of poverty.
The World’s Largest Ping Pong ball table.

Every intentional action of a leader, volunteer or network-builder causes a chain reaction that moves every other ball.

What you say can reach people around the world.

YOU NEED A PURPOSE FOR YOUR MESSAGE
We can’t get these resources by ourselves. We need the help of many leaders.

This city needs leaders in every sector who take this role, not one or two high profile people.

Use personal and organizational leadership, web site and communications to connect members of your network to T/M programs in all parts of Chicago on a consistent, on-going basis, using Internet directories such as www.tutormentorconnection.org as resource for finding programs.
Problem: How do we help mentor-rich programs be available in more places, for more years?

Supply Chain Model.

Corporate Teams
Consulting firm volunteers
Working in Chicago and other cities, with tutor/mentor, and other social benefit sectors

Multiple Industries & Talents

Multiple Locations And causes

Define and Map a Supply Chain Model that meets infrastructure needs of non profits helping inner city kids move to jobs and careers. Youth in high school and/or college programs could be doing this work.

Serving every high poverty area in Chicago
And other cities and states.

Property of Tutor/Mentor Institute, LLC, Chicago, Ill. tutormentor2@earthlink.net
As you research information to solve a problem, build a Library where you can share what you are learning and where you can connect with others interested in the same problem. This represents our “network”.

Resources map animated [http://tinyurl.com/TMC-Resources-Map](http://tinyurl.com/TMC-Resources-Map)
Outline your thinking where others can read, act, follow or expand on your idea.

Add ideas at [http://debategraph.org/mentoring_kids_to_careers](http://debategraph.org/mentoring_kids_to_careers)

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Create visualizations that share your thinking.

This shows use of concept map

Strategic Map. Find at [www.tutormentorconnection.org](http://www.tutormentorconnection.org) in the “about us” section

This shows how intern converted this to flash animation

[http://www.tutormentorexchange.net/images/flash/strategymap.swf](http://www.tutormentorexchange.net/images/flash/strategymap.swf)
Examples of information visualization created by interns.

This shows how idea is first visualized in power point and posted on a blog http://tutormentor.blogspot.com/2009/10/transforming-adults-involved-in.html

This shows how intern converted this to flash animation http://www.tutormentorexchange.net/images/flash/vol_leadership.swf

See more work by interns: http://www.tutormentorexchange.net/definition-of-issues/ideasanimation
YOU NEED A STRATEGY THAT REACHES A LONG TERM GOAL

With every action have a purpose. Every message is intended to draw needed resources to one or more tutor/mentor programs in Chicago. Teach others to communicate with a purpose.
THINK ADVERTISING!

REACH: more people hear your message

FREQUENCY: your message is repeated often every day.

Without big budgets for advertising, you need to enlist your network.

Put your company logo here. Put this add in the local paper, or a trade magazine.

IDEA: get companies to carry your message with their own advertising
REPEAT SAME CAMPAIGN EVENTS EACH YEAR

Jan. National Mentoring Month; Feb. Leadership Development
May Conferences Started 1994
Aug/Sept Chicagoland Volunteer Recruitment Campaign Started 1995
November Conferences – Started 1994

What events can you add in these time frames?

Build an on-going, year-to-year leadership and communications strategy. Join with these events. Create new events at different times during the year.

The Tutor/Mentor Connection (T/MC) works on a 12-month strategy similar to the year-round advertising campaigns of Sears, Wards, McDonalds and other retail organizations.

Each year the (T/MC) organizes events, and creates media, that helps programs recruit volunteers in Aug/Sept. and helps programs train those volunteers and convert them into leaders as each program moves through the School year. As each program ends the year it has more people helping it build capacity and quality for the following year.

See animated version of this concept at http://www.tutormentorexchange.net/images/flash/eventyear.swf
YOU can help inner city youth have brighter futures.
Help build the leadership network supporting the Tutor/Mentor Connection

Every one can be a leader. Will you?
Leaders Can Connect Their Networks to T/M Programs

HOW CAN WE GROW THE % OF PEOPLE/ORGANIZATIONS STRATEGICALLY INVOLVED IN RAISING KIDS?

MORE INFORMED, MORE INVOLVED

OUR GOAL is to focus on-going attention to tutoring, mentoring, and school-to-work learning programs in every poverty neighborhood, and to Internet-based information models which these programs can, and should, use to constantly improve the outcome of their work.

We seek musicians, pro athletes, actors, writers, CEO's who will use their public visibility, web sites and media interview opportunities to draw traffic to our web sites and to each of these programs.

HELP CREATE GREATER PUBLIC AWARENESS

- LEADERSHIP
- VISIBILITY
- VOLUNTEERS
- DOLLARS

Is this YOU?

With computer generated maps we can identify programs, and neighborhoods where our help is needed, and where our help is being provided. Collectively we can expand the distribution of help from ourselves and others into every neighborhood where our help is needed. Using our visibility, we can keep the spotlight focused on these areas for as long as it is needed.
THINK OF HOW YOU REACH YOUR NETWORK

A WEB SITE IS A DESTINATION. IT’S WHERE YOU PUT YOUR IDEAS AND WHERE YOU HOST YOUR WORKSPACE.

http://www.tutormentorconnection.org
http://tinyurl.com/TMC-articles
See Tutor/Mentor Institute support network at http://tinyurl.com/TMCSupportNet
Result of strategic network building. If you tell the story to people you know, some will forward the story with their own endorsement, to people they know.

What would the youth mentoring support network look like after one, three, 10 years if we have many people reaching out to people they know on a consistent basis?
**Facilitating Involvement**: using social media, and a variety of group facilitation tools we can help volunteers from many organizations learn from each other so every week they provide more effective service. We can also learn what works, what the challenges are, and ways that corporations, foundations, etc. can help all tutor/mentor programs provide more effective service.

See animation of this idea at [www.tutormentorexchange.net](http://www.tutormentorexchange.net)
A Network can grow from a few people to thousands over a period of years.

If the T/MC network has grown from 7 volunteers to several thousand, imagine how much broader the network could be if hundreds of individuals and organizations applied the ideas in this essay.

Contact the Tutor/Mentor Institute, LLC and let us help you apply these ideas. tutormentor2@earthlink.net and http://www.twitter.com/tutormentorteam
You can apply this thinking to any type of problem solving.

Role of Leaders.
Point daily to places where people can get informed, and involved, sharing same information with others from same community, and the world.

- **Maps/data** — create understanding; understand needs in entire region; zoom to block level

- **Knowledge** — library; share info. Everyone in region can draw from same body of knowledge, and add to it at same time

- **Places** — connect; get involved; donate. Push resources to all of the places where help is needed.
PRACTICE THESE IDEAS
These graphics are concepts intended to encourage you to think, learn and innovate ways to apply these ideas in your own leadership.

At the following Tutor/Mentor Institute and Tutor/Mentor Connection web sites you can see how we put these ideas to practice every day in our effort to support our goals.

http://www.tutormentorexchange.net
http://www.tutormentorconnection.org
http://tutormentor.blogspot.com
http://tutormentorconnection.ning.com

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