

## 9/27 – Masters Class w/ Leadership Foundation Sections

*“servant leadership (leading for the good of all)”*

**“I’m going to give all of you the four questions that I want you to ponder throughout the class. Few of these have one right answer, and I would really recommend writing these on separate sheets of paper. I have a tendency to talk quickly and these questions are going to require some thought and explanation. Onward.**

- 1. How could you become the leader of a community or cause eventually on par with one of the four leaders mentioned in your syllabus? (mention the fact that we’re going to try and use my next project as a conceptual starting point)**
- 2. How might this effort be helped or hindered by new means of social collaboration and communication?**
- 3. Is it possible to use some of the advice given from our modern leaders and apply them to our current tools of communication and mobilization? If so (or not, you skeptical bastards), how? (\*\*\*\*MENTION COLIN’S QUOTES PRIMARILY)**
- 4.**

### **COLIN POWELL: Leader of Men**

The role of a leader is to put people in the best possible environment for them to achieve something within the organization that you are part of.

Have a purpose – not just a goal

Take care of the followers

Be ready to discipline and fire people when they aren’t getting the job done.

Develop the fortitude to be realistic and not turn away from problems – and if it means hurting someones feelings for the good of the organization, you have be prepared to do that.

### **Zainab Salbi, Founder and CEO, Women for Women International – 200k grassroots program to help women break silence about abuse**

“The combination of knowledge and access to resources is what can lead to lasting change.”

“knowledge is power” – she is speaking about dispersing the knowledge to women that it is possible to break this accepted paradigm of abuse

“Leadership for me is about the simple living our own truth. And then manifesting it through an external work that you can share with others.”

Desmond Tutu said something akin to this with advice that “a good leader must be a servant

**Reminded me of a speech given toward the end of the Dark Knight by the Joker – who I think encapsulates many of the qualities of a leader. Think back to that last quote – and it’s practically description of the Joker. Also goes to show that none of the above qualities necessarily need to be used for benevolent purposes. Unfortunately – we have more than our share of attractive and charismatic villains of history.**

However, something really bugged me about the advice that I was being given from these four videos. And while I was in awe of each person’s amazing accomplishments and impact on the world, it was for precisely this reason that I felt unsatisfied with the advice that was being pushed my way.

I’m in awe of these people. I’m not sure about you guys, but their advice comes from such a place of authority and accomplishment, that its difficult to relate to them. I understand what they are saying, but how did they get there?

I think for me, one of the largest and most nagging questions I ask myself is how people such as the four leaders mentioned gained the amount of momentum and community that they currently have. Complicating that, everyone involved (save Zainab Salbi to a certain extent) have established their power through orthodox means – i.e. government, military, corporate, etc.

The movie that’s coming out – The Social Network – is about just that – the swift emergence of a leader (good or not is up for debate) who ascends via a new form of communication (i.e. unorthodox means). The movie, created by Fincher and Sorkin, might show where we may be headed on a macro scale in terms of birthing our leaders.

Countless examples to back this up – so many that we’ve even coined a slang term for it – “going viral”. Going viral basically defines what I mean by the rapid assimilation of a community behind a cause or idea. It’s what people strive for – both commercially and politically. My publishers have mentioned it to me more times than I can count. “Make something go viral!”

I’m going to read a quote from an article in the upcoming issue of the New Yorker –

**Small Change:** Why the revolution will not be tweeted.  
by [Malcolm Gladwell](#)

Read more [http://www.newyorker.com/reporting/2010/10/04/101004fa\\_fact\\_gladwell#ixzz10kuwKPj9](http://www.newyorker.com/reporting/2010/10/04/101004fa_fact_gladwell#ixzz10kuwKPj9)

“The world, we are told, is in the midst of a revolution. The new tools of social media have reinvented social activism. With Facebook and Twitter and the like, the traditional relationship between political authority and popular will has been upended, making it easier for the powerless to collaborate, coördinate, and give voice to their concerns. When ten thousand protesters took to the streets in Moldova in the spring of 2009 to protest against their country’s Communist government, the action was dubbed the Twitter Revolution, because of the means by which the demonstrators had been brought together. A few months after that, when student protests rocked Tehran, the State Department took the unusual step of asking Twitter to suspend scheduled maintenance of its Web site, because the Administration didn’t want such a

critical organizing tool out of service at the height of the demonstrations. “Without Twitter the people of Iran would not have felt empowered and confident to stand up for freedom and democracy,” Mark Pfeifle, a former national-security adviser, later wrote, calling for Twitter to be nominated for the Nobel Peace Prize. Where activists were once defined by their causes, they are now defined by their tools.”

“In a new book called “The Dragonfly Effect: Quick, Effective, and Powerful Ways to Use Social Media to Drive Social Change,” the business consultant Andy Smith and the Stanford Business School professor Jennifer Aaker tell the story of Sameer Bhatia, a young Silicon Valley entrepreneur who came down with acute myelogenous leukemia. It’s a perfect illustration of social media’s strengths. Bhatia needed a bone-marrow transplant, but he could not find a match among his relatives and friends. The odds were best with a donor of his ethnicity, and there were few South Asians in the national bone-marrow database. So Bhatia’s business partner sent out an e-mail explaining Bhatia’s plight to more than four hundred of their acquaintances, who forwarded the e-mail to their personal contacts; Facebook pages and YouTube videos were devoted to the Help Sameer campaign. Eventually, nearly twenty-five thousand new people were registered in the bone-marrow database, and Bhatia found a match.

But how did the campaign get so many people to sign up? By not asking too much of them. That’s the only way you can get someone you don’t really know to do something on your behalf. You can get thousands of people to sign up for a donor registry, because doing so is pretty easy. You have to send in a cheek swab and—in the highly unlikely event that your bone marrow is a good match for someone in need—spend a few hours at the hospital. Donating bone marrow isn’t a trivial matter. But it doesn’t involve financial or personal risk; it doesn’t mean spending a summer being chased by armed men in pickup trucks. It doesn’t require that you confront socially entrenched norms and practices. In fact, it’s the kind of commitment that will bring only social acknowledgment and praise.”

**Counter: While these tools are effective in theory, they still have little exposure outside of the broadband-connected western world.**

“Golnaz Esfandiari wrote, this past summer, in *Foreign Policy*. “Simply put: There was no Twitter Revolution inside Iran.” The cadre of prominent bloggers, like Andrew Sullivan, who championed the role of social media in Iran, Esfandiari continued, misunderstood the situation. “Western journalists who couldn’t reach—or didn’t bother reaching?—people on the ground in Iran simply scrolled through the English-language tweets post with tag #iranelection,” she wrote. “Through it all, no one seemed to wonder why people trying to coordinate protests in Iran would be writing in any language other than Farsi.”

Read more [http://www.newyorker.com/reporting/2010/10/04/101004fa\\_fact\\_gladwell#ixzz10kvhbGa3](http://www.newyorker.com/reporting/2010/10/04/101004fa_fact_gladwell#ixzz10kvhbGa3)

**Most of my work over the past year has been trying to maintain and grow an online community behind both the book *Double Take* (commercial) and *The Rolling Exhibition* (artistic).**

- **SHOW YOUR DAILY ONLINE REGIMEN – TALK ABOUT CONTRACTUAL OBLIGATIONS**

**With my next project, I’m trying to do this in conjunction with a few others on a much larger scale.**

**SHOW THE OPP WEBSITE – MENTION IT AS THE BASE CONCEPTUAL MODEL**

**SHOW CR AND LMSN HAVE EVOLVED IN CONTRAST**

**SHOW EXAMPLE ON SITE OF COMMUNITY INVOLVEMENT THROUGH CHEETAH LEGS CREATION**

**Money, let’s talk about it.**

**SHOW KIVA AND MICROLENDER, TALK ABOUT ANGELFUNDERS, AND ASK IF PEOPLE KNOW OF OTHER AVENUES OUTSIDE OF GRANTS.**