

# IMPACT LEADERSHIP PROGRAM

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## MEMBER WORKBOOK

Learning & Development to **Build Inspirational  
Leaders & Activate Company Purpose**

*For RBC Early Talent*



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**BELIEVE**

BELIEVE

# IMPACT LEADERSHIP PROGRAM

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*"Great leaders don't set out to be a leader. They set out to make a difference. It's never about the role, it's always about the goal."*

*-Unknown*

# BELIEVE IMPACT OVERVIEW

## Welcome!

### Welcome to the Believe Impact Leadership Program!

The Impact Leadership Program is an opportunity to craft your inspirational leadership brand. Through a combination of skill building workshops, as well as an opportunity to implement a personally meaningful impact project, you will explore your unique strengths as a leader, use something you are passionate about to solve an issue relevant to you and your team members, and ultimately build your inspirational leadership story!

## Impact Leadership Framework

The Believe Impact Framework is a Learning & Development Program that **Builds Inspirational Leaders & Activates Company Purpose**. This framework has helped create over 10,000 Impact Projects.



## Key Deliverables

- 01 Attend Sessions & Develop Leadership Skills
- 02 Work as a team to create a personally meaningful Impact Project
- 03 Present Project at Celebrate Impact Event

## Program is led by Sarah Wells

- Founder of the Believe Initiative
- Olympic 400m Hurdler
- Pan Am Games Silver Medalist
- Amazing Race Canada Finalist

More about Sarah: [www.SarahWells.ca](http://www.SarahWells.ca)



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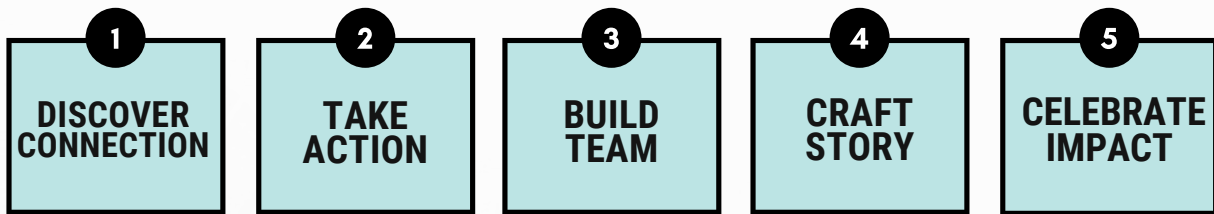
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# TIMELINE

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- 1 JUNE 1 - DISCOVER CONNECTION**  
Leave with ideas and the foundations for your impact project.
- 2 JUNE 15 - TAKE ACTION**  
Develop a clear way to break down big goals into bite size steps, enabling you to create the milestones needed to bring their projects to life.
- 3 JUNE 29 - BUILD TEAM**  
Learn frameworks that help you develop and foster a dream team of support. You'll know who to ask for help and how to leverage their network - this will be beneficial for your career and your impact project.
- 4 JULY 20 - CRAFT STORY**  
Learn the method to create a "signature story" that showcases impact, and leave with a customized mini-keynote about your impact project.
- 5 AUG 10 - CELEBRATE IMPACT**  
Time to celebrate all the impact projects created by RBC summer students! Teams will present to RBC leaders and industry experts!

# RESOURCES

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## In Appendix

### Project Types

Page 28

Descriptions of different project types you could explore. Including: events, products, awareness campaigns, or community collaboration.

### Project Specific Checklists

Page 29-32

Detailed breakdown of possible steps/actions to take for each main project type

### Role Descriptions

Page 33

Depending on your project, you may need to allocate roles or find additional support/volunteers. These are some possible roles/responsibilities you could assign.

### Bain's Inspirational Leadership Model

Page 34

## On Impact Leadership Webpage

[sarahwells.ca/rbc-impact](https://sarahwells.ca/rbc-impact)

### Passion Project Idea Book

Browse through some sample project ideas to get inspired!

### Session Recordings

Recordings will be uploaded after each session.

### Discussion Board

For tips on how to use, check out Page 35 in Appendix

## Team Calls with Sarah

Check-in calls with Sarah will be scheduled after Session 1 (Discover Connection) and after Session 3 (Build Team). Book calls with Sarah @ [bit.ly/impactleadershipcall](https://bit.ly/impactleadershipcall)

# TEAM MEMBER BEST PRACTICES

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As a team member, you will collaborate virtually with team members from other departments and divisions of RBC. Each team will have 1 Team Lead to help manage the team, coordinate meetings, and provide support. Here are some tips & best practices that you might find useful as you get started!

- ✓ During group meetings or in any group chats/conversations, make sure you contribute to discussions and share your ideas!
- ✓ Keep an open mind as your team shares their ideas and provides feedback.
- ✓ Think about the skillsets you would like to continue developing & refining throughout this process, and also the skillsets you would like to learn about. Keep these in mind and don't be afraid to tell your team lead that you want to gain experience in a particular area.
- ✓ Clearly document your action items at the end of each meeting and record deadlines accurately to ensure accountability.
- ✓ Don't be afraid to ask questions or ask for help! Your team lead, fellow members, and the Believe Initiative team are more than happy to support you.
- ✓ If you are unable to attend a meeting or complete a certain deliverable, being upfront and honest with your team lead about these instances in a timely manner is the best way to ensure your team doesn't feel let down or "ghosted"! We understand that things come up or work becomes more demanding, so keeping your team in the loop is always important.

# MASTER CHECKLIST

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## AFTER SESSION 1 - DISCOVER CONNECTION

- Meet with your team to brainstorm and narrow down your project idea
- Collectively begin to prototype your idea (framework, build something, mind map)
- Collectively set goals (how many people do you want to reach, is the goal to collect donations, or how many stories you want to share, or what you want peoples baseline understanding to be)
- Set up a recurring time to meet/work on your project
- Set up first group 1-on-1 call with Sarah [bit.ly/impactleadershipcall](https://bit.ly/impactleadershipcall)

## AFTER SESSION 2 - TAKE ACTION

- Develop clear action plan and timeline, refer to project specific steps in Appendix.
- Determine roles/responsibilities/tasks for each team member. Refer to role descriptions in Appendix.
- Where will you compile planning documents, resources, brainstorm notes, etc.?
- Figure out how you will measure impact
- Start to measure that impact through surveys, qualitative stories, images, photos etc.
- Promotion - Run a quick info session about your project or film a quick video about it. Post about your project on social media and share with colleagues



# MASTER CHECKLIST

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## AFTER SESSION 3 - BUILD TEAM

- Confirm what project elements are missing and where you may need help. Find people to fill those roles/volunteer. Refer to role descriptions in Appendix
- Audit your network to provide possible resources/contacts to team
- Set up second group 1-on-1 call with Sarah [bit.ly/impactleadershipcall](https://bit.ly/impactleadershipcall)

## AFTER SESSION 4 - CRAFT STORY

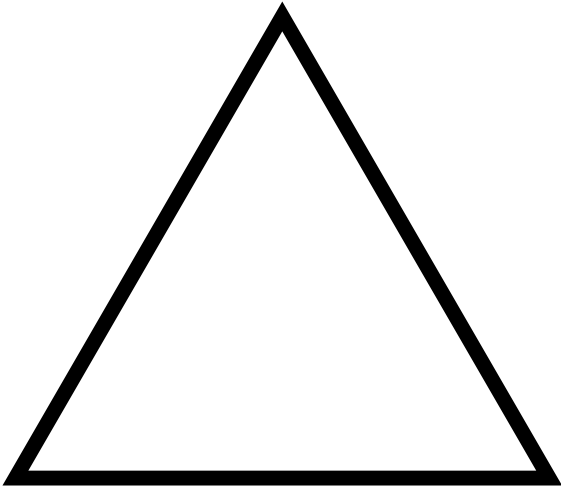
- Work on "Craft Story" worksheets
- Compile photos/videos/evidence of your Impact Project
- Your team will need to create a concise presentation about your project and include the following:
  - Name of project, team members names
  - Passion, problem, description of project
  - Goal/impact/result
  - Time Limit: 5 Minutes**
- Individually complete post program feedback survey

# DISCOVER CONNECTION

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## SESSION 1 WORKSHEETS

# Connection .....



# Development .....

Today	Activities	Future



# Impact .....

**Why is it important for you to be here?**

**How can this project/experience benefit you?**

# Project .....

PASSION	PROBLEMS	IDEA
<b>FINAL PROJECT</b>		





# Inspiration Everyday

1.

2.

## ACTION ITEMS

- **Book your One-on-One Call with Sarah!** [bit.ly/impactleadershipcall](https://bit.ly/impactleadershipcall)



# TAKE ACTION

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## SESSION 2 WORKSHEETS

# Your Success Criteria ..... .....

## 3 SUCCESSFUL MOMENTS IN YOUR LIFE

## CHARACTER TRAITS

## I AM SUCCESSFUL WHEN I AM ...

# Outside-In Approach .....



# BITE SIZE ACTION STEPS .....

Follow these prompts to break down your big goals into smaller more attainable tasks that you can focus on in a week.

What is the big task you need to get done?

What are 2 main goals that will help you take steps forward?

What are 4 steps you can do this week?

1

2

.....

.....

.....

.....

What obstacles have you faced? What obstacles do you expect to face?

What skill or support do you need to overcome these obstacles?





# DELEGATION CARD

## FOUNDATION

Project

Importance

Ideal Result

## OBSTACLES & OBJECTIVES

Criteria


## DIRECTION - ACTIONS

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>



# NEXT STEPS

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## ACTION ITEMS



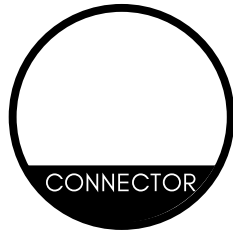
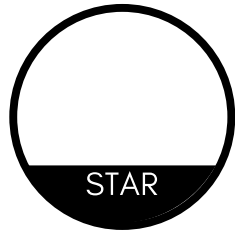
# BUILD TEAM

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## SESSION 3 WORKSHEETS

# DREAM TEAM

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**SOCIAL** | What channels are they on? Who do they follow?

**EVENTS** | What type of events does this person attend?

**ORGANIZATIONS/COMMUNITIES** | What groups are they a part of that you could be involved with?

**B.A.K.E**





# Fill the Gaps .....

Use this table to organize contacts you have and determine if they could be valuable resources to help you grow your project.

TOP CONTACTS	EXPERTISE	LIKELINESS TO HELP	SCORE

## ACTION ITEMS

- **Book your One-on-One Call with Sarah!** [bit.ly/impactleadershipcall](https://bit.ly/impactleadershipcall)
- 
- 
- 



# CRAFT STORY

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## SESSION 4 WORKSHEETS

# CRAFT STORY .....

Why might you NOT share your story?

Where is sharing your story helpful?

Simple description of your project (Type + Outcome):

Stance:

Story that sparked your passion for this:

What was the lesson you learned?



# CRAFT STORY .....

Simple description of how you executed/will execute your project:

Old Situation	New Situation
(obstacles)	(outcomes)

Aspiration:

# What do you do? .....



# What have you been up to? .....

Recently I have set up/helped initiate a

\_\_\_\_\_ because I believe \_\_\_\_\_.  
(simple description) (stance)

Through my experience of \_\_\_\_\_ it helped  
(story)  
me realize/gain \_\_\_\_\_ so I felt compelled  
(lesson/capability)

to set up \_\_\_\_\_. I've seen the change  
(how it works)

from \_\_\_\_\_ to \_\_\_\_\_ so it is my  
(old situation) (new situation)

hope to \_\_\_\_\_.  
(aspiration)



## **Aspiration could be:**

- general impact
- how it relates to client
- about advocating for self
- performance review

# Feedback .....

**You should be clear on your partner's:**

- 1. Stance**
- 2. Impact**
- 3. Lesson and/or Capability**
- 4. Aspiration**

---

## **ACTION ITEMS**

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- 
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# APPENDIX

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# PROJECT TYPES

As you work to determine what your impact project will look like, use these 4 possible project types to get the ideas flowing! This is not an exhaustive list, so do not feel you need to be restricted to only these project types. You can also refer to our project idea booklet for additional inspiration!

## Awareness Campaign

An awareness campaign aims to educate others or introduce new ideas and facts, and start conversations. This could be used to elevate any type of cause, charitable work, social justice issue, environmental issue, inequality etc. Be creative in how you share this information! **Example:** People often don't know what can/cannot be recycled, combat this misinformation by making a series of informational videos



## Community Collaboration

A community collaboration is a great way to leverage the community and collectively have a much greater impact. You can utilize your community for their time, physical resources, or mental/creative resources. Find a way that every person can contribute a small piece! **Example:** Have a representative from each equity group knit a square representing a story of a member in their group



## Event

An event can have multiple objectives. It could be used to simply entertain or provide an activity for a certain population, or to raise awareness for a particular cause. Events are also a great way to amplify and lift up under-represented groups. **Example:** Host a virtual concert showcasing members of the LGBTQ community and donate proceeds to a local queer arts program.



## Product

A product could be a digital product like an app, webpage, virtual store, or digital art. It could also be a new service that you provide that fills a gap in your community, or it could be a physical product you develop like a household gadget or personal care product that solves a need. **Example:** Develop an app that provides daily tips and exercises you can do at your desk to combat all the sitting people do working from home!



# PROJECT SPECIFIC CHECKLISTS

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## AWARENESS CAMPAIGN

- Specify purpose and impact you hope to make with awareness campaign
- Choose topic or specific sub-topics that you intend to focus on (climate change in general, or specifically the endangerment of a certain species)
- Set goal (how many people do you want to reach, is the goal to collect donations, or how many stories you want to share, or what you want peoples baseline understanding to be)
- Research & verify the cause you are looking to amplify
- Determine method of communication for awareness campaign (social media, newsletter, posters/flyers, webinar, other virtual info session/event, fundraising campaign)
- Start compiling research/stories/information you want to share
- Determine if you need an expert to consult
- Determine frequency of distribution (i.e. social post once a week for 4 months, or 2 mass distributions of flyers)
- Create content (as a team or individually)
- Determine measures of success and track campaign

# PROJECT SPECIFIC CHECKLISTS

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## COMMUNITY COLLABORATION

- Set goal (how many items do you need, or how many people do you need to contribute)
- Specify purpose and impact you hope to make (items will be donated here, or artistic works will be combined to create this, or resources will be shared with this organization)
- Research any rules or regulations that are relevant to what you are looking to collect/donate
- Determine location/region these people are located
- Determine how you will contact these people
- Clearly describe what you are looking for (example: brand new socks, 9x9 knit squares, 30 second video clips, photos of XYZ, 3 lines of poetry, gently used sneakers)
- Choose collaboration process (physical drop off point, digital dropbox, email address, phone number or address)
- Set clear timeline for project (deadlines/end date)
- Determine if budget or funding is needed
- Research community groups or organizations that could help spread the word
- Draft clear & concise email containing all of the information above for easy distribution
- Translate key details into visually appealing graphic or poster
- Create method of accurately tracking project (track donations or method of organizing submissions)
- Launch community collaboration
- Collect stories and photos throughout (with approval if individuals are in photos)



# PROJECT SPECIFIC CHECKLISTS

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## EVENT

- Set an objective for the event - what is the purpose and you hope the outcome will be
- Choose Date
- Determine if budget or funding is needed
- Make necessary A/V arrangements
- Identify who you may need to help organize  
Volunteers? How many hrs from each volunteer?  
Partnerships?
- Secure talent/speakers/entertainment for event
- Create a marketing and communication plan about the event  
Engaging graphics to promote (suggestion CANVA)
- Create a signup sheet for registration
- Promote your event
- Create a Run Of Show
- Hire a MC and/or create MC speaking points
- Send a briefing about the event to all “staff”
- Do a tech rehearsal or a/v check
- Host event and collect stories and photos throughout (with approval if individuals are in photos)

# PROJECT SPECIFIC CHECKLISTS

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## PRODUCT

- Determine what materials will be required for product
- Determine if budget or funding is needed
- Identify who you may need to ask for help
- Research additional information required in order to design and create a successful product
- Design a prototype and gather feedback from others
- Evaluate your product and if it will create the outcome you desired
- Build final product
- Capture content to share your building process to showcase the journey and the impact with others

# ROLE DESCRIPTIONS

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You may need additional support or volunteers to help execute your Impact Project. You may refer to this list for possible roles that you need filled by your team or others!

## Social Media Expert

This role can assist you with publicizing your event or gathering resources/support. This person should be familiar with various social platforms and have additional skills such as graphic design, facilitating discussions online, and coming up with fun campaign ideas.

## Community Outreach

This role can help you spread the word about your project by emailing local organizations, schools, businesses or individuals. This may also include putting the event or volunteer opportunity up on local community boards, youth volunteer boards etc.

## Public Relations

Once your event or campaign is underway and creating impact, it may be helpful to try and spread awareness of the work you are doing. This role can help share the news with local publications, news outlets, blogs, and even internal publications within your company.

## Photographer/Videographer

If you are having an in-person event or running a campaign that involves physically going to certain locations to distribute/collect materials, having a photographer to capture the experience is a great idea to help document the journey.

## Researcher

Your project may involve doing research to learn about a particular cause/issue in the world, or gather feedback from certain groups in your community. Having a volunteer dedicated to gathering this information can really help elevate the quality of your project.

## Treasurer/Reporter

This role could help with budgeting if you have expenses for an event or campaign, they could also assist with collecting donations if that is part of your project. It may be useful to also have someone track participants/registrants, donations, and overall impact numbers.

## General Volunteers

In addition to organizing the logistics/back-end planning of your project, you may find you need general volunteers to help facilitate an event, distribute flyers, or raise awareness!



# BAIN'S INSPIRATIONAL LEADERSHIP MODEL

Figure 1: Bain Inspirational Leadership model



<https://www.bain.com/insights/how-leaders-inspire-cracking-the-code/>

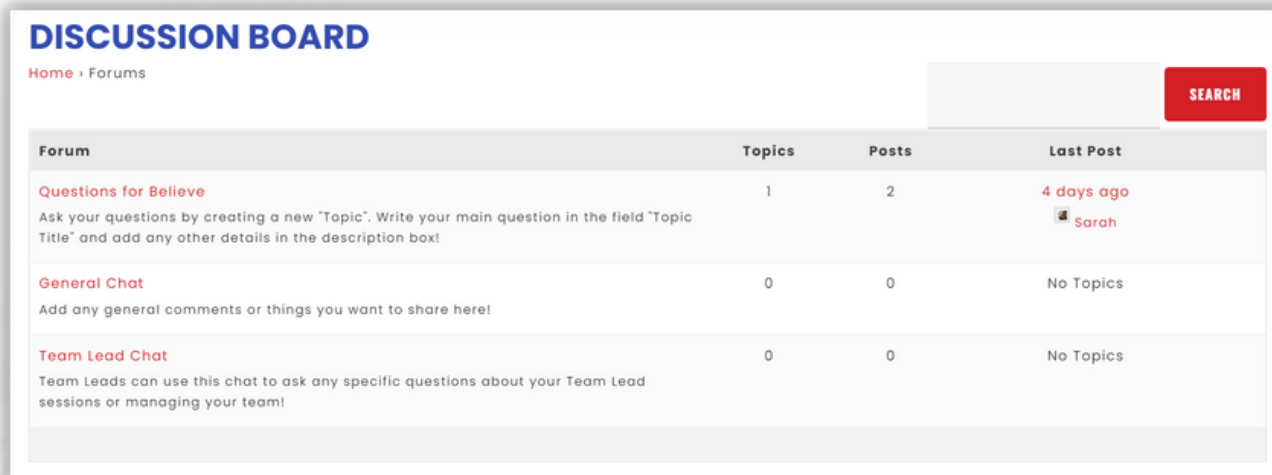


# HOW TO USE DISCUSSION BOARD

## 1. Visit [www.sarahwells.ca/RBC-impact](http://www.sarahwells.ca/RBC-impact)

Scroll to bottom of the page to section titled "Discussion Board." Note that this discussion board is open/ viewable to all RBC students participating in the program. You will see we have 3 main forum groups.

1) Questions for Believe 2) General Chat 3) Team Lead Chat



**DISCUSSION BOARD**  
Home › Forums

SEARCH

Forum	Topics	Posts	Last Post
<b>Questions for Believe</b> Ask your questions by creating a new "Topic". Write your main question in the field "Topic Title" and add any other details in the description box!	1	2	4 days ago Sarah
<b>General Chat</b> Add any general comments or things you want to share here!	0	0	No Topics
<b>Team Lead Chat</b> Team Leads can use this chat to ask any specific questions about your Team Lead sessions or managing your team!	0	0	No Topics

## 2. How to ask a question

Click the forum titled "Questions for Believe", you will then have the option to create a "New Topic". The topic title will be your question. This will help us and your fellow participants navigate the questions. Use the description box to add any other notes or context surrounding your question.

Once you click Submit, the Believe team will be notified and be sure to check back for a response within 24 hours.



Create New Topic in "Questions for Believe"

Your information:

Name (required): Sarah Wells *Use full name!*

e-mail (will not be published) (required): sarah@believeinitiative.com

Team Number: Environment 2

Topic Title (Maximum Length: 80):  
Where can I find the session recordings?

B / LINK B-QUOTE B&E IMG UL OL LI CODE CLOSE TAGS

I'd love to re-watch yesterday's session!

## 3. Engage with your fellow participants!

Feel free to add to any topic threads with suggestions or things that have worked for your group. Also use the general chat to share resources or updates from your group.