LEAD. BUILD SKILLS. GROW.

Leaders United participants cultivate valuable workplace skills. It is designed to help participants define their leadership style, practice public speaking, give back to their community, and establish professional networks.

When a state employee becomes a Leaders United (LU) Executive working in their local United Way’s office, their efforts support a more efficient and impactful charitable campaign. LU Executives help keep fundraising costs low by maximizing staff and volunteer efforts as they provide more opportunity to reach California’s 290,000 state employees and educate them on the options to give back. This campaign is one that United Way cannot accomplish alone. We need the expertise and energy that comes with working alongside state employees that are passionate about educating and inspiring their co-workers.

Individuals best suited for this role have a background in one of the following areas: community relations, business development, marketing, training and/or human resources, or an overall passion for improving our communities and enjoy public speaking. State employees nearing retirement also make good candidates for this program.

Nomination deadline is July 1, 2022. Learn more at OurPromiseCa.org/leaders-united-program.
DESIRED ATTRIBUTES
OF LEADERS UNITED EXECUTIVES

- Customer service orientation
- Willingness to speak in a public setting
- Energetic, creative, self-motivated and detail-oriented
- Strong verbal and written communication skills
- Ability to multi-task
- Proficient in MS Outlook, Word, Excel and internet browsing
- Interested in developing leadership skills
- Excited about giving back to their community
- Looking to diversify their professional skillset

BENEFITS TO THE
EMPLOYEE

- Enhances communication, creative thinking, problem-solving, negotiation, project management and team building skills.
- Strengthened skills in time management, and public speaking
- Increased self-confidence and leadership ability
- Networking opportunities
- Deepens insight into community needs

BENEFITS TO YOUR
AGENCY / DEPARTMENT

- Improves leadership skills and provides professional development for your employees.
- Strengthens external relations with other state departments/divisions.
- Allows personal and professional growth.
- Reduces internal training expenses through the comprehensive management training provided.

BENEFITS TO THE
COMMUNITY

- Maximization of volunteer effort
- Minimization of fundraising costs
- An increase in contributions to help people
- Increased knowledge about core needs in our community

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