

## **PROPOSITIONING POTENTIAL LEADERS – A FORMAT FOR THE CONVERSATION**

1. Uncover why this might be in their self-interest
1. Here's what we're doing
1. Here's why it's important to me, the organization, and the community and can succeed
1. Refer to their interests, and the particular talent or contribution their involvement would make, and then: Here's why it would be great for us if you got involved – but it's not up to me
1. Here's why I think, from what I know of you, it might be in your interest to get involved
1. Can we think together about whether this makes sense for you or not?
1. Proposition, if it makes sense – how about you try out x?