



Great Lakes (HHS Region 5)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

Building Coalitions Through Effective Leadership

Erin Ficker

Great Lakes PTTC

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Introductions

In the chat share your...

- Name
- Role
- Length of time in the coalition



Objectives

- Describe key characteristics of effective coalition leaders
- Define leading and managing
- Identify ways to support and lead coalition members
- Describe methods to grow your leadership skills

Let's Brainstorm...

When you think of the word "coalition," what comes to mind?



A coalition is...

... a diverse group of individuals and agencies with deep connections to the local community that:

- Influences population behavior for a healthy community
- Gathers collaboratively to solve the community's problems
- Is driven by citizen-identified issues

A coalition is NOT...



- ...run by outside organizations
- ...a human service organization
- ...a single entity
- ...a top-down operation

Think of a
leader you
respect...

- ✓ What kind of person are they?
- ✓ How do they see the world?
- ✓ What do they value?
- ✓ How does this leader treat people?



What is Leadership?

- The art of motivating people to act to achieve a common goal
- Inspiring others to act while directing the way that they act
- Knowing the best way to use resources at an organization's disposal
- Directing activities of others for the good of all

Key Characteristics of a Leader

- Organized
- Persistent
- Innovative
- Focused
- Optimistic
- Comfortable with data



What Makes Coalition Leadership Unique

- Combination of paid staff and member volunteers
- Motivation of membership based on collective sense of purpose and goals
- Evolving leadership roles for staff and members

Key Characteristics of Effective Coalition Leaders

- Efficiency/work focus
- Collaborative leadership style
- Cohesion/positive working culture
- “Mobilizer” skills
- Topic/process knowledge



Shifting Your Mindset for Coalition Leadership

Shift Perspective from....	To...
Individual heroics	Collaborative actions
Despair and cynicism	Hope and possibility
Blaming others for problems	Taking responsibility for challenges
Scattered, disconnected activities	Purposeful, interconnected actions
Self-absorbed	Generosity and concern for common goods

Key Factors in Leading Change

- Communicate urgency by framing the challenge
- Build the core team
- Create a shared vision
- Include others in planning
- Overcome obstacles together
- Focus on results
- Create opportunity for short-term wins
- Maintain support for facing ongoing challenges
- Make change stick in organizational systems and culture





Leading vs. Managing

Management vs. Leadership

Management

- Bottom line focus
- *How do I accomplish tasks?*

Management is about
doing things right

Leadership

- Deals with big picture
- *What do we want to accomplish?*

Leadership is about
doing the right thing



Growing and Supporting Your Coalition



Get to Know Your Coalition Members/Partners

- What are their dreams?
- What is their motivation?
- What is their work style?
- What is their preferred role?
- What is their preferred mode of participation?
- What is the best way to communicate?

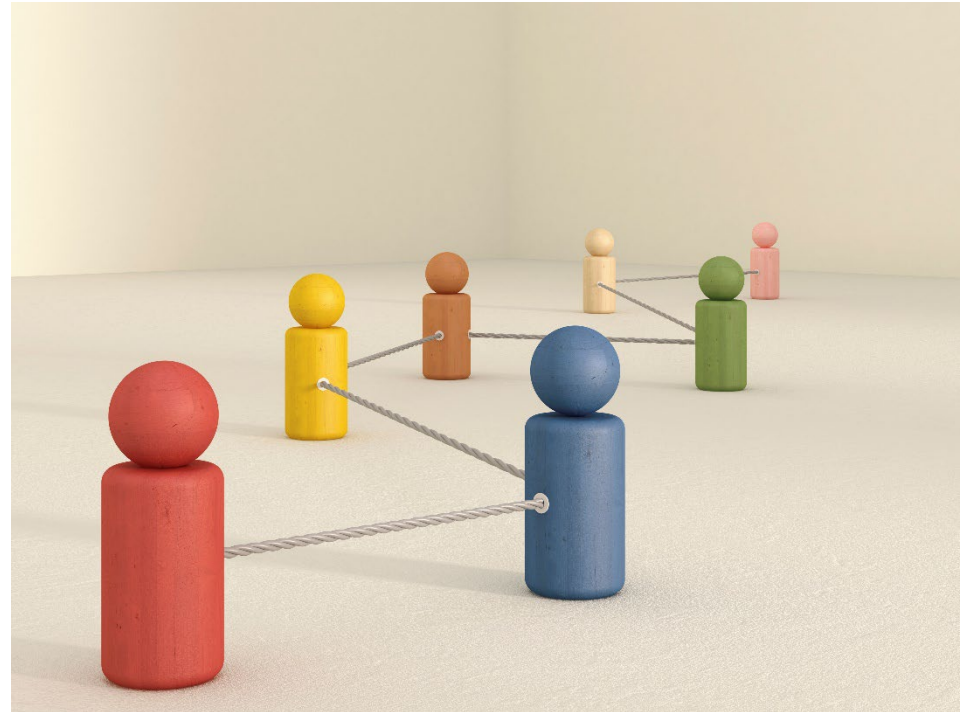
Who Is at Your Coalition's Table?

- Which sectors are missing from your coalition?
- What barriers are keeping them from being at the table?
- How else can you involve them to advance your work?



Build a Collaborative Network

- Create connections around shared goals
- Engage with those whose goals impact your goals
- Develop a “win-win” partnership
- Identify the necessary level of engagement





What's your vision? |



Creating a Shared Vision

- Creates excitement and generates ownership
- Aligns different stakeholders
- Involves diverse participants
- Includes representatives from key stakeholders, even those with the power to derail implementation
- Focuses on a measurable result



Setting the Stage for Success

- Ensure a clear understanding of roles and expectations
- Develop opportunities for building skills
- Respect people's time limitations and other priorities
- Recognize people's effort
- Build in opportunities for fun

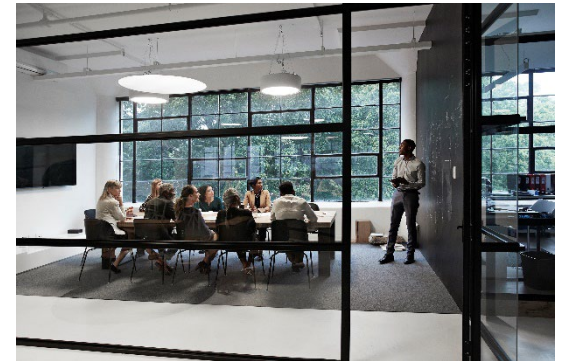
Develop Multiple Avenues for Participation



Volunteering to support community efforts

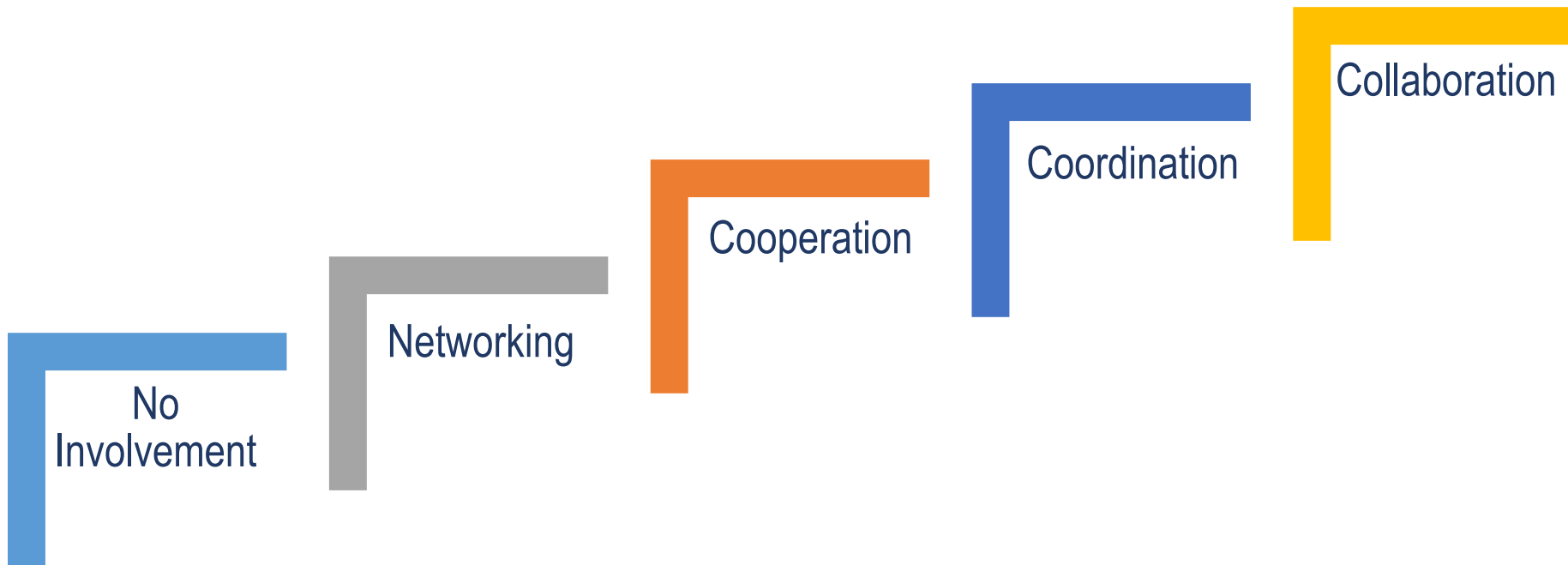


Networking and support



Attending coalition meetings

Levels of Engagement



Communicate

- Good communication improves morale
- Be attentive to others
- Encourage verbal give and take
- Balance advocacy and inquiry



The image features a stack of several open books with yellowed pages, set against a dark green background. A white, hand-drawn rectangular border with slightly irregular edges frames the central text. The text is in a clean, white, sans-serif font, arranged in two lines. A thin white horizontal line is positioned below the first line of text.

Building Your Leadership Skills

Assessing Your Capacity as a Coalition Leader

- Assess the Environment
- Create Clarity: Visioning and Mobilizing
- Build Trust
- Share Power and Influence Developing People
- Self reflect

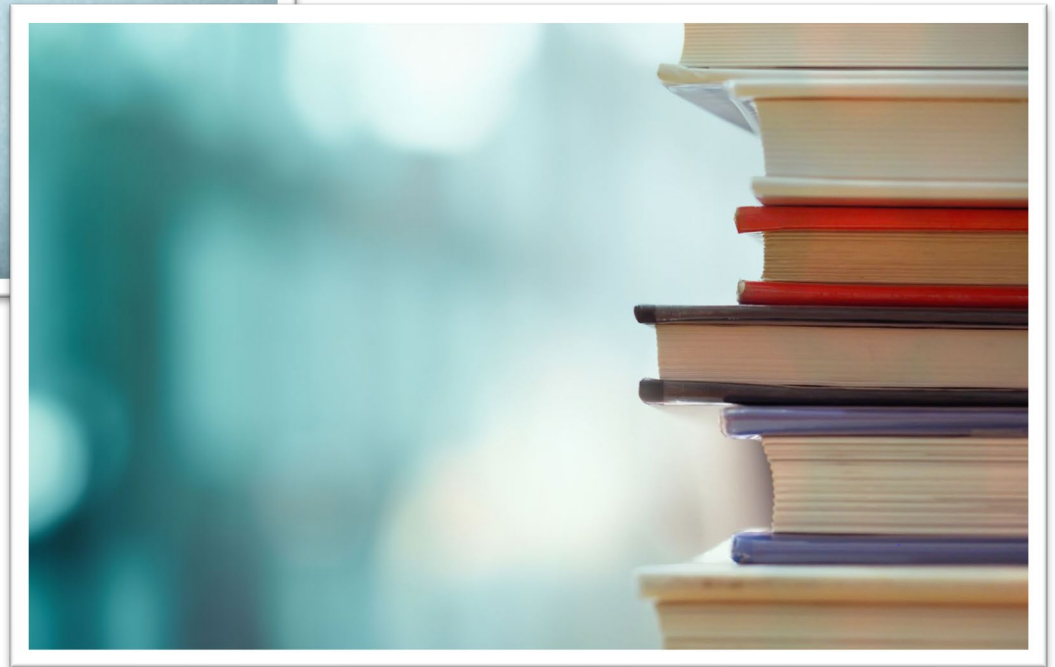


Learn from Others



Connect with other
leaders

Create a
leadership group



Enhance Your Leadership Skills

Share an example of how you have enhanced your leadership skills.



Questions and Comments



Poll: Leadership Training

Would you like more training on leadership?

- Yes
- No
- Maybe

Poll: Training Modality

If you are interested in additional leadership training, what kind of virtual leadership training modality interests you most? (Select all that apply)

- 3-hour training intensive
- Community of practice
- Individual technical assistance
- Self-paced training
- Other (post your idea in chat box)

Continue
Your
Discussion

Great Lakes PTTC Facebook Page
<https://www.facebook.com/GLPTTC>





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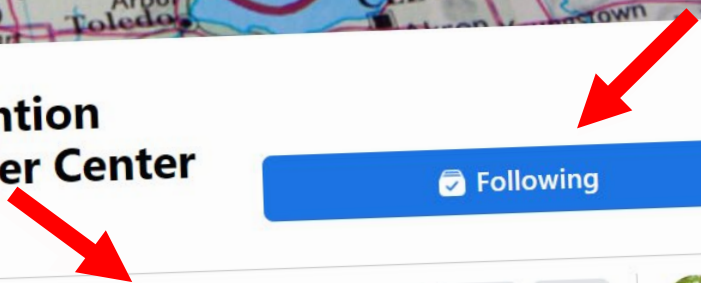
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Post-Training Feedback

<https://ttc-gpra.org/P?s=487999>



**WE WANT
YOUR FEEDBACK**

Contact Information

Erin Ficker
Prevention Manager
Great Lakes PTTC
eficker@edc.org



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Thank you!