



Leadership Kentucky

Improve Your State.

STRATEGIC PLAN

ABOUT LEADERSHIP KENTUCKY

Leadership Kentucky, created in 1984 as a non-profit educational organization, brings together a select group of people who possess a broad variety of leadership abilities, career accomplishments, and volunteer activities to gain insight into complex issues facing the state.

By fostering understanding of how the state's issues are interconnected, and by forging new relationships among community and regional leaders, Leadership Kentucky graduates bring a fresh and informed perspective to their communities and companies, serving as important participants in the unified effort to shape Kentucky's future.

The Leadership Kentucky Foundation offers four unique programs: Leadership Kentucky, ELEVATE Kentucky, BRIGHT Kentucky, and New Executives to Kentucky.



LEADERSHIP KENTUCKY

joins together a selected group of **established leaders** to gain insight into complex issues facing the state. In a series of seven monthly, three-day sessions held throughout the state, participants meet with Kentucky leaders and explore the state's resources and opportunities.

ELEVATE KENTUCKY

offers **young professionals** (average age 25-35) in-depth personal and professional development while fostering a better understanding of challenges facing our Commonwealth in a series of three monthly, two-day sessions across the state.



BRIGHT KENTUCKY

builds the capacity of **next-generation leaders** (average age 20-40) in the Appalachian region of Kentucky to innovate, collaborate, and advance community and economic development in a series of five monthly, three-day sessions.

NEW EXECUTIVES TO KENTUCKY

highlights signature Kentucky experiences and thought-provoking discussions about exciting opportunities in our Commonwealth. The one-day complimentary program is designed for **senior level executives** who have transferred into the state during the last two years.



VISION

Leadership Kentucky will connect and inspire leaders to unleash Kentucky's potential.

MISSION

Leadership Kentucky broadens the perspectives of current and emerging leaders through experiential education that inspires them to advance Kentucky.

GOALS

- Ensure **PROGRAMMING** is current, relevant, and thought provoking to constituencies.
- Attract highly qualified candidates who represent the **DIVERSITY** in Kentucky.
- Build a network of actively engaged **ALUMNI** who provide solutions for critical issues facing the Commonwealth.
- Sustain the organization's **FINANCIAL HEALTH** in order to deliver a premier leadership program in the state.
- Educate and **COMMUNICATE** that Leadership Kentucky is an outstanding leadership organization in the state.

CORE VALUES

ACCOUNTABILITY: The Board of Directors and Staff of Leadership Kentucky accept full responsibility for the actions, vitality, and brand equity of the organization.

COMMITMENT: We are passionate and determined to provide rigorous and challenging programs for leaders and emerging leaders of Kentucky.

DIVERSITY: Throughout our work, we will support diversity in all of its forms, encompassing but not limited to age, disability, status, economic circumstance, ethnicity, gender, race, religion, and sexual orientation.

EXCELLENCE: We strive for the highest personal and professional standards in all we do. We are committed to excellence in our staff, our programs, and our graduates.

INSPIRATION: Through program experiences and state-wide networking, Leadership Kentucky will provide inspiration for participants to advance the Commonwealth.

INTEGRITY: Through fairness, mutual respect and compassion, honesty and the highest ethical standards we will sustain a community of trust.

SERVICE: Our spirit to serve makes our culture more vibrant, our organization stronger, and Kentucky a better place.

KEY GOALS AND OBJECTIVES



ALUMNI ENGAGEMENT

To build a network of actively engaged alumni who provide solutions for critical issues facing the Commonwealth.

REGIONAL COUNCILS

- Engagement of alums in regions: Seven regions with five roles including chair, alumni engagement/event, marketing/ambassadors, fundraising, recruitment

EDUCATIONAL EVENTS

- Create ongoing educational leadership conference and/or trip

BOARD POSITIONS

- Graduates become pool for paid corporate and nonprofit board seats. Develop program for graduates to access non-profit and corporate board positions



KEY GOALS AND OBJECTIVES

EXPANDED PROGRAMMING

To ensure programming is current, relevant, and engaging to identified/targeted constituencies.

EASTERN KENTUCKY PILOT PROJECT

- Secure funding for Eastern Kentucky pilot program (BRIGHT)

THINK TANKS

- Research non-partisan 'think tank' concept

NANO DEGREE/CERTIFICATION

- Create opportunities for LKY alums to receive credentialed credit for participation in program



KEY GOALS AND OBJECTIVES

FINANCIAL STABILITY

To sustain the organization's financial health in order to deliver a premier leadership program in the Commonwealth.

DEVELOPMENT COMMITTEE

Engage alums with development experience to assist with strategies for:

- Endowments/restricted funds for staff positions, programs, scholarships
- Planned giving strategies
- Expanded program funding
- Challenge grant/company match opportunities
- Connections with Community Foundations



KEY GOALS AND OBJECTIVES

MARKETING

To increase awareness, educate, and communicate that Leadership Kentucky is a premier leadership program in Kentucky.

PREMIERE STANDING BY KENTUCKY COMPANIES:

BRAND IMAGE - KNOWN IN KENTUCKY AS AN EXPERT IN LEADERSHIP

- Awareness
- Program quality
- Financial stability
- Target audience

TARGET ADVERTISING OF PROGRAMS / PUBLICITY FOR:

- Elevator Speech
- Regional Roll-out
- Targeted Recruitment

PUBLICITY/MESSAGING

- Video with historical/current pics and alums
- PowerPoint/videos for ambassadors/speaking engagements



KEY GOALS AND OBJECTIVES

RECRUITMENT

To attract highly-qualified candidates who represent the diversity of Kentucky.

RECRUITMENT EFFORTS CONTINUED IN UN/UNDER-REPRESENTED COUNTIES

ENGAGE ALUMNI TO DRIVE RECRUITMENT:

- Strong, competitive, senior level applicants for programs
- Maintain program integrity
- Encourage internal selections process for companies
- Messaging with value language and leave behind collateral

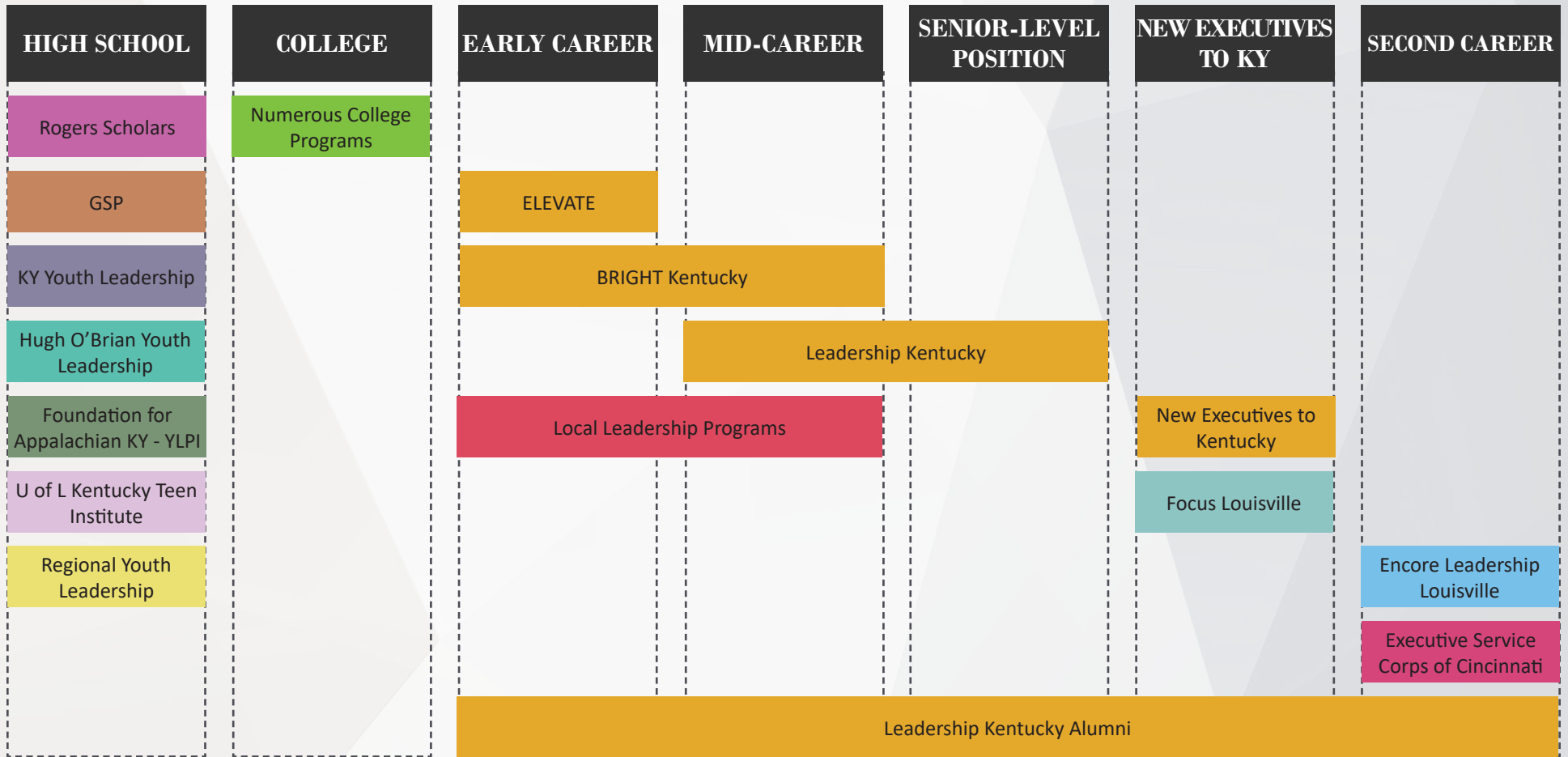
INCREASE PARTNERSHIPS TO ENSURE COMPETITIVE, QUALITY CANDIDATES REPRESENTING GEOGRAPHIC, OCCUPATIONAL AND ETHNIC DIVERSITY

COLLABORATION:

- Enhance relationships with major companies and associations in state
- Local Leadership Programs collaboration



PROGRAM CONTINUUM



GUIDING FRAMEWORK

Leadership Kentucky's Mission broadens the perspectives of current and emerging leaders through experiential education that inspires them to advance Kentucky.

CIVIC UNDERSTANDING

Learn the history, critical issues, and current assets of Kentucky and consider implications for the future.

RELATIONSHIP BUILDING

Create opportunities to connect with leaders across Kentucky.

COLLABORATIVE LEADERSHIP

Enhance skills, knowledge and personal leadership attributes to build coalitions and effect positive change in Kentucky.

CIVIC READINESS

Foster knowledge and behaviors that spark informed and sustained discussions around civic initiatives.

INDICATORS OF SUCCESS

Become more informed about issues, opportunities and stakeholders.

Think critically about issues.

Envision civic involvement.

INDICATORS OF SUCCESS

Develop relationships and diverse networks with new people from various regions and occupational sectors.

Build social capital by purposefully expanding relationship network.

Build opportunities to improve local community and state through expanded network of diverse professionals.

INDICATORS OF SUCCESS

Identify personal strengths and areas for growth.

Recognize personal responsibility to community and the Commonwealth.

Build consensus outside local communities and create synergies across Kentucky.

INDICATORS OF SUCCESS

Find personal pathway to make meaningful civic contribution.

Take initiative to address community and state issues.

Build networks by linking people and information across communities and sectors.

Act as catalysts by inspiring others.