

THOUGHT LEADERSHIP SCENARIO

Directions:

Read your scenario out loud and answer the questions that follow.

You have **5 minutes** to complete this page.

Scenario

You work at a medium sized non-profit that has a unique partnership with a private lending institution. Your primary goal is to help underserved populations improve their financial literacy and then connect them with the right resources at your partner lending institution. This model has exceeded all expected outcomes and could be easily replicated in other parts of the city or even nationwide. Because of your success people in both the banking industry and the financial literacy community have begun to take notice. One of your 2010 board goals is for the organization to *“become a thought leader in the financial literacy community”*. You form part of a Board created task force that must provide recommendations on how social media can support this goal.

Using the tool/activity cards:

Write down the tools your group has agreed on using # Points

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

(*Note: Total # of points cannot exceed 10.) Total # of Points _____*

Describe why the tools/activities you have listed above are best suited to help you reach the stipulated goal in your scenario:

Your group will have **2 minutes** to report back to the large group. Please do the following when reporting back:

- 1) Read your scenario.
- 2) State which tools/activities your group decided to use.
- 3) Describe why these tools/activities are best suited to help you reach your stipulated goal.