

GROW TRUE LEADERS CAMPAIGN MESSAGING

K-STATE
Research and Extension



THE PROBLEM: America Needs More True Leaders

America is facing a critical need for more leaders – *true* leaders – prepared with the skills to deal with the problems of today and the challenges of tomorrow.ⁱ

- We all know a true leader when we see one. They lead by example work well with others; endure through challenges; and stick to a job until it gets done.
- However, many of America’s youth are not prepared with the skills they need to lead in the most fundamental areas of their lives today and their careers tomorrow.
- It is a serious problem now that that will lead to a severe leadership void in the years to come – impacting communities across America, and nearly every industry and sector.

THE BRIDGE: Today’s Youth Feel Unprepared to Lead

Every child has the potential to be a true leader. However, young people today say they lack the *opportunities that prepare them with the skills to lead.*

- Today’s youth want to lead. A 2016 4-H National Youth Survey on Leadership revealed most youth (88%) believe they can make a difference, they see themselves as leaders (74%) and they feel a responsibility to lead (73%).
- However, only one in three young people says they have the *skills* they need to be prepared to lead. Half of all high school students report they are not prepared to lead in their life after high school – for college or career.ⁱⁱ
- Also, many don’t feel encouraged by the adults in their lives – with more youth (86%) saying adults recognize the negative in their generation than youth saying adults recognize the positive.
- Youth say they need more encouragement from adults and more hands-on experiences that will help them build confidence and grow skills.

CAMPAIGN RESPONSE: Youth Empowered To Truly Lead—Putting Youth Voices into Positive Action

4-H gives young people experiences – where they can learn by doing, grow from failure, express their ideas, and lead. We tap into their potential and empower them to become true leaders.

- In 4-H, we believe in the power of young people. We recognize that every child has valuable strengths and can have real potential to improve the world...to show us all what it means to be a true leader.
- 4-H provides the kinds of experiences that help young people grow into true leaders.

We are launching the *Grow True Leaders* Campaign to empower this generation of youth with encouragement and real opportunities to lead.

- This Spring, as the presidential elections spotlight the topic of leadership, 4-H will give young people across the nation a forum to put their voices into positive action and to rally the nation in growing a generation of more true leaders.
- The *Grow True Leaders* Campaign will engage youth to develop recommendations for the top problems where they want to see more leadership and want to lead themselves. Youth will provide have opportunities to promote and lead innovative solutions to those problems.

- The Campaign will also provide a forum for adults to champion the positive in today's youth, recognize more youth as true leaders, and support 4-H in providing more opportunities for youth to grow the skills they need to lead.

ⁱ <http://reports.weforum.org/outlook-global-agenda-2015/global-leadership-and-governance/the-call-to-lead/>

ⁱⁱ <http://www.achieve.org/rising-challenge-powerpoint>