

STEP UP!

A POCKET GUIDE TO SOCIAL CHANGE
FOR YOUNG LEADERS



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ACKNOWLEDGEMENTS

This document has been conceptualized and written by İrem Tümer from the Adolescent and Youth team of the Sexual and Reproductive Health Branch in UNFPA's Technical Division, in partnership with Lead for Impact (Knowledge Partner) and Prezi (Technology and Innovation Partner). The curriculum and content has been developed together with Kobi Skolnick and Jennifer Gowers, EdD from Lead for Impact and benefited from inputs from Danielle Engel, from UNFPA. The author would like to extend special thanks to Igor Lacerdino and Gabriella Bacsi for their creative inputs and developing a visual identity for the handbook and to Arriana Yiallourides for her support in the development of the toolkit.

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UNFPA is the United Nations sexual and reproductive health agency. Our mission is to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled.

Knowledge Partner: Lead for Impact



[Lead for Impact](#) provides transformational leadership services and training to individuals, communities, and organizations. Our mission is to support emerging and established leaders from all sectors in developing their internal resources and professional skill sets so they can have a positive impact on the communities and organizations with which they work.

Technology & Innovation Partner: Prezi



Prezi is the first-to-market tool for giving virtual presentations

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WELCOME TO STEP UP!

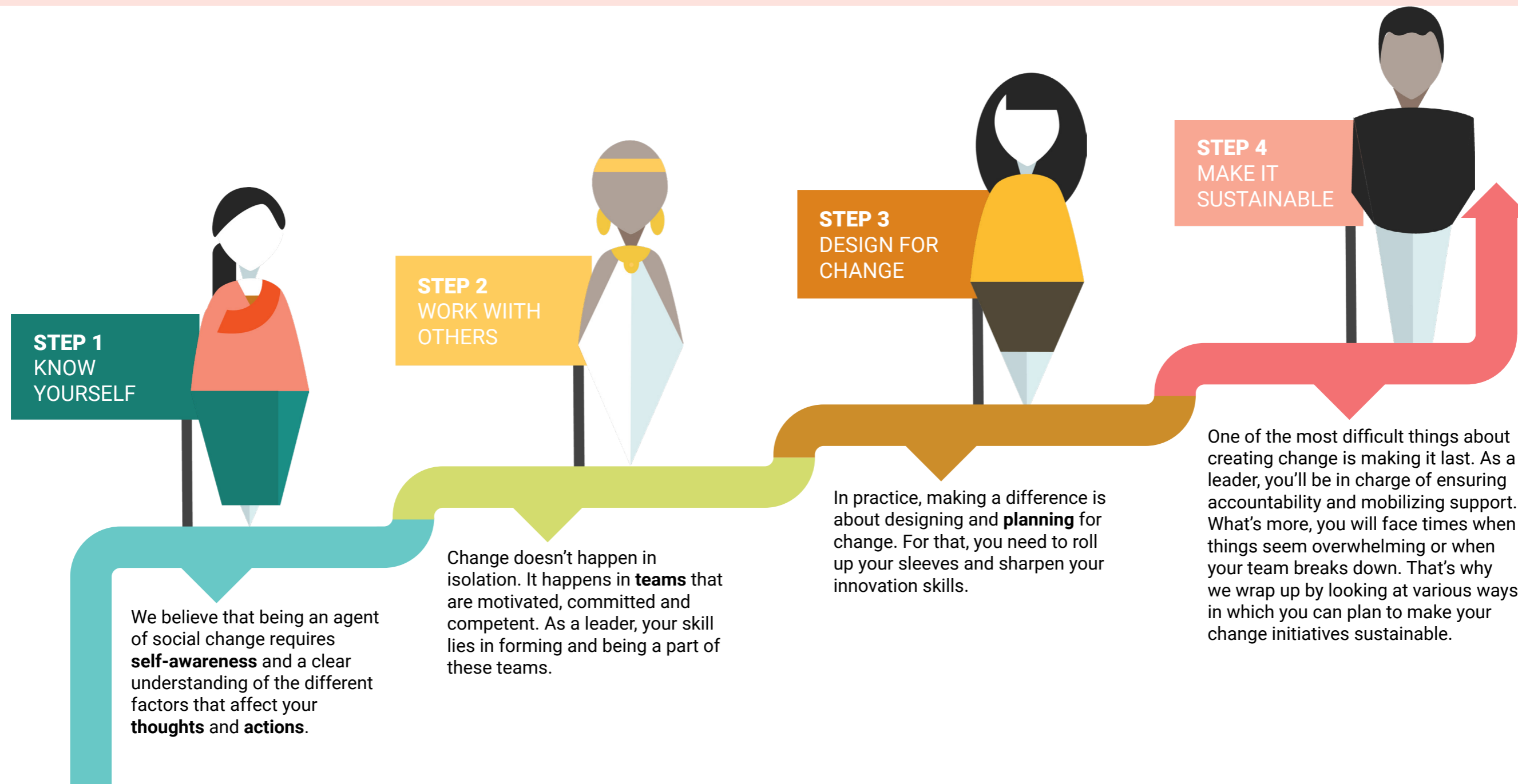
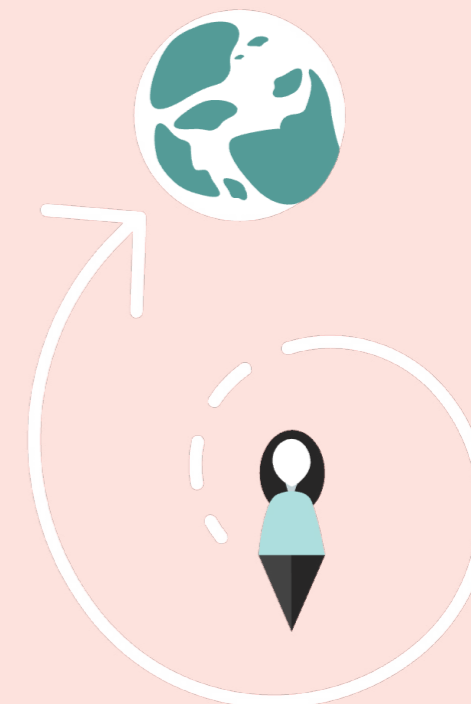
If you are reading this, it means that you have already taken the first step towards creating positive change. We are very happy that you are here!

Step Up! is a toolkit of simple, interactive activities that will help you become a more effective leader and create social change.

4 steps | **17** activities

Through 4 steps containing a total of 17 activities, Step Up! will provide you with the fundamental skills and knowledge you need to bring about change. In creating Step Up!, we had a very simple starting point:

To change the world, you need to start from within



HOW TO USE STEP UP!

Practical instructions

Let's get started! In "Step Up!", we have included the key frameworks that can help you become an effective leader. In each step, these frameworks are followed by activities that will help you put your knowledge into practice. What's more, there are also suggestions for further activities you can explore, depending on what you are looking to learn.



At the start of each activity, the following symbols are used to give you an idea of what lies ahead.



- We recommend being in a silent environment where you can focus.



- You will need the activity book and a pen and paper.



- Primarily to be done on your own.*



- Can be done in a group.



- 25–30 MINUTES
This is an estimate of how long the activity is likely to take.

**Where activities are designed for individuals, we will give instructions on how you can adapt them for teamwork under "Further activities".*

BEFORE YOU BEGIN...

It is important to keep in mind the following principles as you embark on this journey.

1. Nothing in here will be completely new to you. However, remember that the aim is to provide you with tools that you can use to become an effective leader.

If you have your cynical hat on and keep thinking "This is nothing new!", you are right! Step Up! is not a treasure chest full of undiscovered knowledge. It offers ways to reorganize and process what you already know to maximize your leadership potential.

2. To build strength, you need to exercise your muscles.

Reading about how to exercise your body won't make you strong. Hard work and repetition will. If you are tempted to just read the frameworks and leave out the activities, don't! As you know, we learn by doing, which is why the activities are essential to turn your knowledge into skills.

3. To navigate constant change in yourself and the world, you need to recognize patterns and keep on practicing.

Going through an activity once does not mean that you are forever changed. Just like the world around you, you are constantly changing; however, you may find yourself needing to learn the same lessons repeatedly. What is important is that you recognize unhelpful patterns in how you act or respond to different challenges and use what you've learned to break those patterns.



WHAT AWAITS YOU?

STEP 1: KNOW YOURSELF

What gets you out of bed in the morning? What are you most passionate about? What do you need in order to function? What values do your actions embody? What is your vision for social change?

To become an effective leader, it is important to start by looking inside yourself, to reflect on your values and identity as a person. With these fundamentals under your belt, you can start to better understand your environment and how it affects you. Gaining self-knowledge will help you to start thinking about your purpose and how to turn your ideas on social change into action.

In this step:

- You will gain deeper awareness of your values and how they shape you and your actions in the world;
- You will gain awareness of the implicit assumptions that drive your actions and responses, and how these form your social identity;
- You will deepen your understanding of how external influences and internal factors shape your day-to-day self;
- You will translate your passion, values and actions into a coherent personal vision that will support you in moving into action in the world.

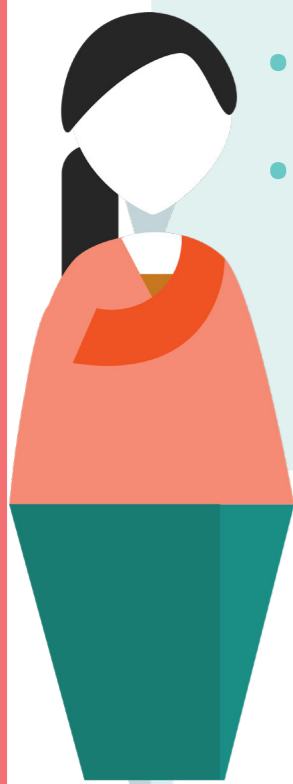
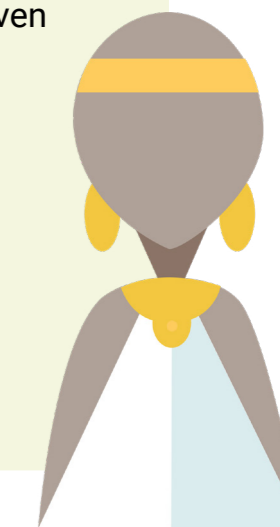
STEP 2: WORK WITH OTHERS

Are you a good listener? Are you able to convey your story powerfully in front of a crowd? Are you aware of your cultural tendencies? Are you able to adapt your behaviour when communicating with people from other cultures? Do you know what makes a good team?

No leader can do it alone. Success in bringing about change is a group effort. As a leader, you need to communicate effectively and build meaningful connections with others to have a lasting impact. To do this, listening and speaking are your two most important tools. Being aware of your cultural tendencies and being able to adapt them to the environment you are in are essential. So is knowing how to build successful teams taking into account the weaknesses and strengths of all members.

In this step:

- You will communicate effectively by applying active listening and expressive communication skills;
- You will become an effective public speaker by crafting your personal story and using it as a call to action;
- You will communicate effectively in multicultural contexts, across national, ethnic, organizational and even generational cultures, bridging cultural and personal differences;
- You will become aware of the different stages of team formation and the role you can play as a team leader;
- You will learn how to create norms and an overall collaborative environment for a team that will inspire change.



STEP 3: DESIGN FOR CHANGE

What are the root causes of the problem you want to address? Is your change initiative able to address these root causes? How can you use your creativity to come up with exciting ideas? How can you put these ideas into action?

Time to come up with ideas and put them into action! You need passion and dedication to become a changemaker, but you also need to put in the hard work to come up with great ideas and develop them. First, you need to have a deep understanding of the underlying causes and key players related to the issue you want to address. Then you need to get creative to generate ideas that are practical, effective and exciting.

In this step:

- You will gain a clear understanding of the social issue you would like to address and its root causes;
- You will use your creativity to generate new ideas that will form the basis of your change initiative;
- You will learn how to plan your activities, track progress and work towards achieving your intended results;
- You will identify the stakeholders that you need to engage with for the success of your change initiative and develop a strategy to build and manage relationships with them.



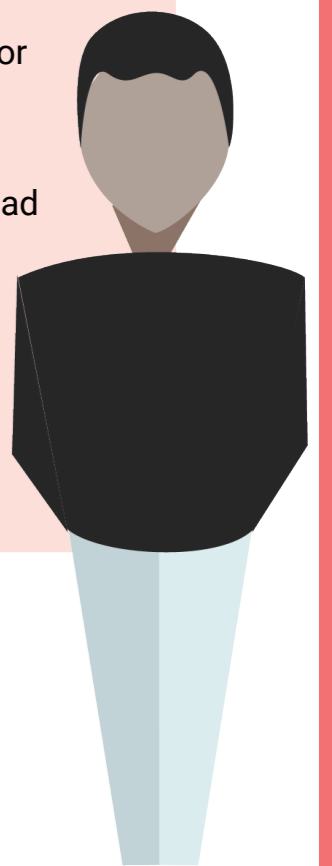
STEP 4: MAKE IT LAST

What do you need to do to make sure that your initiative lasts? How can you best deal with breakdowns in your team? What can you do if you are feeling overwhelmed? Have you thought about who can take up the torch from you and your team?

One of the biggest challenges that changemakers face is longevity. Everyone seems to be on board in the beginning, but it is inevitable that there will be moments that challenge your motivation. As a leader, it is important to acknowledge these moments and know how you can best deal with them. It is also essential to look beyond the short term and to think about how your initiative can expand and how you can develop new leaders to increase the initiative's impact.

In this step:

- You will learn the differences between integrity, accountability and responsibility, and how to embody these as a leader and instil them in your work as a team;
- You will learn how to deal with feelings of being overwhelmed and how to improve your time management skills to avoid being overloaded with work;
- You will learn how to turn breakdowns in your project or team into breakthroughs that strengthen your commitment and action;
- You will develop an awareness of how new ideas spread and learn how to develop strategies that can help you reach a bigger audience;
- You will deepen your understanding of how different factors affect the lasting success of a team and learn to build the support systems that can drive results.



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