



# 5 KEYS TO QUICKLY *Transform* INTO A CHANGE LEADER

MASTERCLASS WORKBOOK

with Shannen Gabrielle

# Welcome!



Imagine how it will feel to finally make a difference that affects an injustice in the world that you have always wanted to do something about. Justice for people and children who deserve dignity and the chance at a better life, justice for the environment and the other living creatures that share our planet- the issues that you have always felt passionate about but felt powerless to do anything about.

Instead, you not only have the opportunity to make a tangible impact on the causes you care about, but you can inspire dozens, or hundreds or even thousands of people to join you and do the same.

This is your opportunity to let the light you have always had inside of you shine bright in the world, and we need that light more than ever.

Shannen

# WHY PEOPLE WHO CARE FAIL TO TAKE ACTION



BELIEF IT WOULD TAKE  
**TOO MUCH TIME**



CONCERNS IT WOULD TAKE  
**COST TOO MUCH**



WORRIED ABOUT  
**OFFENDING OTHERS**



FEAR OF  
**BEING JUDGED**



BELIEVING THAT  
**NOTHING CAN BE DONE**



THINKING THAT  
**SOMEONE ELSE WILL FIX IT**

What are the beliefs that are stopping you from taking action? How do you feel about this?

# STEP 1

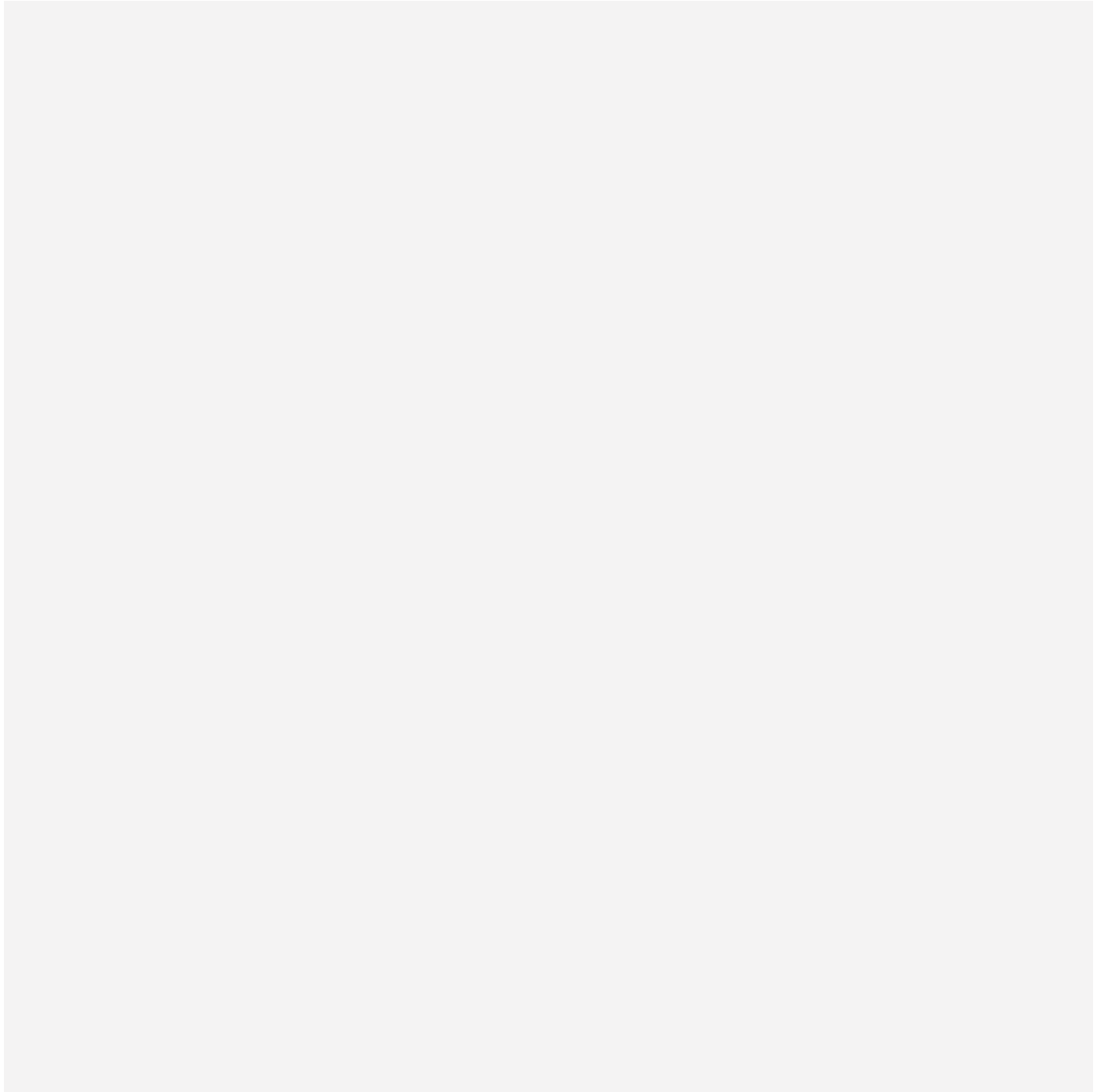
## *Believe*

### YOUR VISION FOR YOURSELF

What is your vision for who you want to become? Try to picture your future self- what values do you have? What skills have you developed? What have you been able to overcome? Where do you put your time and energy?

## YOUR VISION FOR THE WORLD

What is your vision for the world? If you could wave a magic wand, what would people's behaviour be like? What values would society have? How would everyone relate to the environment and natural world? What would justice and sustainability look like?

A large, empty light gray rectangular box intended for the user to write their vision for the world.

## STEP 2

# Clarify

### IF YOU HAD THE POWER TO CHANGE THINGS...

Write down a list of the things you would specifically make different in the world if you could. Then circle the ones that feel like a priority for you.


### YOUR STRATEGY

Tick the strategies that you would be interested in working on.

- |   |  |
|---|--|
| <input type="checkbox"/> Offering a skill   | <input type="checkbox"/> Fundraising for an impact   |
| <input type="checkbox"/> One-on-one support | <input type="checkbox"/> Advocacy for solutions      |
| <input type="checkbox"/> Policy Change      | <input type="checkbox"/> Other: <input type="text"/> |

# STEP 3

## Find People

### RELATIONSHIP WITH TEAM

What kind of relationship would you like to have with the people you work with to change the world? Who would you be for them?

### THE NUMBERS

How many people would you like to work with? Just a few? A big group? A giant network? All of the above?

# STEP 4

## Plan

### START YOUR CHANGE MAKING JOURNEY WITH ACTION

What is an action you can take to start your journey as a leader of change? (Learn about solutions, find a mentor, find a community, find a training program, set small goals).

### TASKS & DEADLINES

Break the action into tasks, and give yourself a deadline for each.

TASK

DEADLINE



# STEP 5

## Message

### CREATE A WHY STATEMENT

Create a 'Why Statement' to support you in preparing a personal elevator pitch.

**My 'why' is:**

To \_\_\_\_\_

so that \_\_\_\_\_

### MY PERSONAL ELEVATOR PITCH

Create a personal elevator pitch you can use when introducing yourself, so that people right away get a sense of who you are.



# PLEASE KEEP IN TOUCH!

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