



DECA Program of Leadership

Developed by the chapter officer team, the Program of Leadership is a strategic plan that sets the direction and goals for the chapter and includes detailed work plans to achieve those goals.

The DECA Program of Leadership brings together the leadership team, DECA goals and action items for the year into one strategic leadership plan. The program of leadership provides a comprehensive plan of the chapter’s goals and activities for the school year. Each goal is aligned with a mission area, assigns overall responsibility to a leader and indicates the key project initiatives, success criteria, time frame and project leaders.

Developing a Program of Leadership is much like an organization’s approach to its strategic planning process that results in a formal strategic plan. The Program of Leadership will result in defining your chapter strategy for your officer team and should include a formal plan with goals, action plans and resource allocations to keep the chapter on track.

In some cases, you may also develop project management plans depending on the size and scope of your goals and activities. The Program of Leadership should guide your priorities and activities for the year while yielding the largest greatest possible for your chapter.

Goals are great. Results are better.

PERFORMANCE INDICATORS

This module’s activities connect to the following National Curriculum Standards:

- Determine the nature of organizational goals
- Ascertain employee’s role in meeting organizational goals
- Organize and prioritize work
- Coordinate work with that of team members
- Monitor and ensure completion of delegated tasks
- Streamline work processes
- Evaluate project success

TIPS TO GET STARTED

As you begin to think about creating your Program of Leadership, here are some careful considerations for developing one that is powerful and impactful.

Be Realistic, Attainable and Inclusive

Every great idea needs to be assessed to ensure it's feasible. Your goals should be realistic and attainable. Does it require additional resources (funding, people, etc.)? Is there enough time to complete the activities and goals? It's better to be results-driven than to create grand ideas that won't materialize. When developing your goals and activities, you should consider accessibility for all DECA members in your chapter, flexibility that will allow students to participate and be successful and adaptability for multiple levels of participation and experiences.

Be Data-Driven

You should determine your end goals (both quantitative and qualitative) as well as benchmarks throughout the year. Designate the checkpoints early so that you know when to check in on your progress toward your goals.

Be Proactive

Get as much of a head start on completing the actual action items as possible. Consider which activities are going to need a full project management plan in order to be successful.

BRAINSTORMING

Brainstorming can be a highly effective way to encourage creative thinking for developing a chapter Program of Leadership. Below are a few ideas to use to get started.

- **Mind Mapping:** Use mind mapping techniques to represent ideas and concepts visually. Provide your students with a topic (leadership, recruitment, fundraising, etc.), and have them create branches with related ideas, further expanding on each branch.
- **Brainwriting:** Instead of speaking aloud, DECA members write their ideas on sticky notes or a shared digital platform. Then, they build upon each other's ideas.
- **Gallery Walk:** Post different topics around the room DECA members will walk around and add their ideas and activities related to the topic.
- **Reverse Brainstorming:** Instead of generating ideas for a desired outcome, brainstorm ideas to achieve the opposite result. DECA members can identify potential obstacles and find solutions to overcome them.
- **Time-Limited Brainstorming:** Set a specific time limit for brainstorming sessions to encourage quick thinking and prevent overthinking.

Remember to create a positive and supportive environment where all ideas are encouraged and respected. These brainstorming techniques can stimulate creativity and foster active engagement in creating a chapter program of leadership.

STUDENT ACTIVITY INSTRUCTIONS:

STEP 1

Refer back to the DECA Goals (*Module 5*) created by your student leaders. Review the elements of a Program of Leadership with your student leadership team and have them complete each statement in the Pre-Planning Worksheet (*Activity 6A*) on page 30.

STEP 2

Review the DECA Chapter Program of Leadership Example with your student leadership team, then have them create their own DECA Program of Leadership (*Activity 6B*) using the worksheet on page 32. This can be done by students working independently or in small groups.

To engage more DECA members, have your student leadership team share their DECA Program of Leadership goals with your chapter. Then use feedback and input from the members to finalize your chapter Program of Leadership.

STEP 3

Have your student leadership team complete the DECA Program of Leadership Model worksheet (*Activity 6C*) on page 33 to follow the process for each initiative from start-up to evaluation.

DECA members can be put into small groups led by a chapter officer (project leader) and begin to complete the worksheet for a project under the chapter's program of leadership.

The project leader should collect and keep the worksheets as a reference and can use the evaluation section to evaluate how successful the project was and any improvements they would suggest.



Student Name _____

DECA CHAPTER PROGRAM OF LEADERSHIP PRE-PLANNING WORKSHEET

ELEMENT	DEFINITION
DECA GOAL AREA	List one DECA goal based on your chapter's mission. Consider the following areas: leadership, career development, marketing, finance and hospitality.
GOAL VISION STATEMENT	What does success "look like" for each goal area?
EXECUTIVE TEAM LEAD(S)	Who is the team member in charge of this goal?
KEY PROJECT INITIATIVES	What activities and initiative will you do to achieve your goal?
SUCCESS CRITERIA	How will you measure the success of this initiative?
TIME FRAME	When will this action take place? Consider the start time and deadline.
PROJECT LEADER(S)	Who is the project leader(s) on this goal?
PROJECT MANAGEMENT PLAN	Your final plan which brings all the pieces together.



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DECA CHAPTER PROGRAM OF LEADERSHIP

GOAL VISION STATEMENT			
EXECUTIVE TEAM LEAD(S)			
KEY PROJECT INITIATIVES	SUCCESS CRITERIA	TIME FRAME	PROJECT LEADER(S)



Student Name _____

DECA PROGRAM OF LEADERSHIP MODEL

START UP			
KEY PROJECT INITIATIVE		DESCRIPTION	
Start Date		Project Leader(s)	
End Date		Approvals Needed	
Connection to Other Projects		Expected Outcomes	
PLANNING		IMPLEMENTATION	
Logistics Action Team	Who Will Lead	Deadline	Status
Communications Action Team	Who Will Lead	Deadline	Status
EVALUATION			
Actual Results	What Worked	What Would We Improve	File Location