



An Honest Answer...

A Case for Support of The Authentic Leadership Foundation's Character-Based Leadership Training Programs for Youth and Educators

January 3, 2023

As Our Community Goes, So Goes Our World

In April of 2019, *U.S. News & World Report* named Dallas-Fort Worth as one of the top 25 places to live in the United States. It credited a "...small-town feel of Friday night football games and backyard parties in its suburbs" and other quality of life factors that point to a strong, family environment.¹

And by July of 2021, just 27 months later, Dallas-Fort Worth lost its ranking, according to that same secular publication.² Much of the cause was attributed to economic woes and other factors brought about by government and business response to COVID-19. However, it also illustrates the increased pace at which our local and national communities have suffered. For example:

- ▶ Crime, including murder, has increased dramatically in the last few years
- ▶ Fentanyl has flooded into the country and continues to kill, primarily youth
- ▶ The fastest growing religion in the United States is no religion at all (aka the "nones")
- ▶ Employers struggle to find people who will even show up for an interview
- ▶ Our children and young adults are heavily influenced by a narcissism-fueled culture, hard-wired directly to their brains and souls through their smart-phones
- ▶ A compromised education system focused on indoctrination and deconstruction

This last point is most alarming, and as parents have discovered their collective power to confront local governments and school boards, our own DOJ has responded by criminalizing their push back.

Who is to Blame? We Are, through a Lack of Leadership

We can look at these harsh realities and realize that this world will, to a certain degree, will ALWAYS remain fallen, because WE are fallen. Our young people are being formed by a fallen people of a fallen culture that fosters:

- ▶ Entitlement over Responsibility
- ▶ Subjective feelings over objective facts (or Truth)
- ▶ True North Principals replaced by Moral Relativism
- ▶ God replaced by the ego in education, media and public discourse
- ▶ Poor work ethic among the general population
- ▶ Low retention and loss of productivity in business
- ▶ Young people buying into ideologies that promise immediate gratification
- ▶ Educational institutions that pay "leadership lip service," if they even approach the subject altogether

¹ <https://dallas.culturemap.com/news/city-life/04-16-19-us-news-world-report-dallas-best-place-to-live-2019/>

² <https://dallas.culturemap.com/news/city-life/07-15-21-dallas-ranking-of-best-places-to-live-us-news/>

When we take a few minutes just to contemplate this reality, we often respond with a mixture of three reactions, each causing us to ask ourselves a painful question:

1. We feel SHOCK: “How in the world did we let it get this far?”
2. We feel ANGER: “Is this the legacy I have left for my children and grandchildren?”
3. We feel POWERLESS: “**What can I possibly do TODAY to right this ship?**”

To save a future for our children and grandchildren, today’s world needs **LEADERS** who are formed with strong moral character. That starts with first *revisiting our own formation*, and then passing that on to ALL our children. We cannot give that which we do not have.

“Leadership is about character. No, leadership is character.”
—Alexandre Havad

This Work is Well Underway.

We at the Authentic Leadership Foundation understand the feeling of powerlessness and frustration, because we have felt it ourselves. We have felt the impact when strong leadership is lacking in our own communities and organizations. It is what led to our formation.

Formally established in June of 2021, the Foundation uses training and development models successfully implemented in private business over the past 25 years. And while the Foundation continues this work among leaders in both public and private sectors, **its *core purpose* is to help young people, through and with their adult leaders build character as the foundation for their actions and decision making, transforming them into true, character-driven, authentic leaders for their communities, organizations and families.**

The Foundation works through and with adult leaders, primarily educators, because adults are the first leaders in the lives of children.

Our proposition is that if children are to learn true leadership, it must be modeled to them by the adult leaders in their lives, who must be character-based leaders themselves.

To This End, We Are Going Where the Kids Are: The SCHOOLS.

“What is truth?” — John 18:38 RSV

This is a timeless question (the foundation of everything), all but ignored in today’s schools, and our culture. The key to answering this question is CHARACTER – which must be formed for leadership. But most “leadership” training practically ignores character, in lieu of dos and don’ts:

- If X occurs, do Y.
- If A occurs, do B.

The Foundation is not deploying another “dos-and-don’ts” program. Where character-based leadership is in place, such a reactive model is not needed. This is the truth about leadership – learning to execute mission more effectively and building character strength.

This is how we are building character-based leaders we call ***Truth Seekers***.

By partnering with schools and other community-based organizations, the Authentic Leadership Foundation has developed (and continues to refine) a step-by-step process that helps educators form the character of the youth in their charge, by helping them create a “True Self Plan.” Then, they can use it throughout their lives so they can become and stay their true selves. In doing so, they help others around them to do the same.

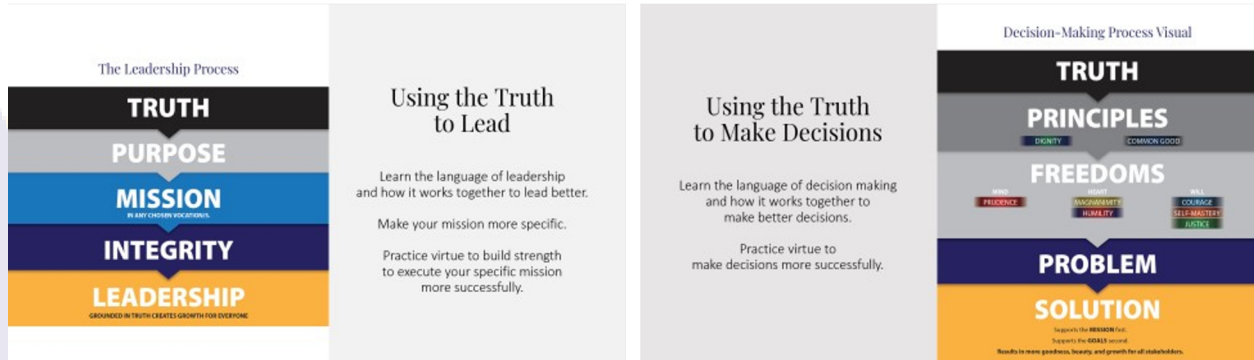
Character-based Leadership Programs for Youth & Educators

This isn't another leadership do's & don'ts program, it's the truth about LEADERSHIP.

Do the diligence and learn to
use the TRUTH to execute MISSION better.



[Learn more and register now.](#)



What's Been Accomplished:

- ▶ Established the annual Bring Out the Greatness! fundraiser and Authentic Leadership Award to introduce real examples of the strong leaders we are building.
- ▶ Established a Board of Directors in pursuit of corporate governance and excellence.
- ▶ Delivered introductory leadership strength training workshops for over 51 participants, including local educators.
- ▶ Achieved 501(c)3 non-profit status.
- ▶ Established collaborative relationships with like-minded organizations (i.e., colleges, leadership organizations, non-profits, etc.) nationally.
- ▶ Developed an interactive web platform that scales efficiently with the growth of the ALF community and all its programs.
- ▶ Raised over \$115,000 in funding.

Where We Are Now

- ▶ We are currently delivering two client programs for best-in-class education and non-profit organizations:
 - The Archdiocese of Denver Superintendent of Catholic Schools team and school principals.
 - The Heroic Media leadership team, which designs, places, tracks & measures online ads connecting women to pro-life centers and saving thousands of babies' lives.
- ▶ We are halfway through training the first cohort of leadership strength training workshop guides. These guides will expand our ability to deliver programs.

What's Next

- ▶ Beginning November 11, our introductory leadership strength training workshop (Workshop #1, a \$300 value, will be available at no cost through donor generosity)
 - This will make the content accessible to everyone and *bust the myth that 'this is just another leadership program' for those who experience it.*
- ▶ Building a multi-channel program to reach young adults.
- ▶ Seeking funding for a three-person team to execute a robust, year-round marketing and social media strategy.
- ▶ Discussions with three Diocese of Dallas high schools and three non-profit organizations to deliver programs to their executive teams in 2022 and 2023.

The ALF business/financial model is simple: To financially support the three Programs (Schools/Non Profits, Cohorts and Workshops) through a combination of participant fees, donors and sponsors. Our objective is to grow and scale from 74 participants in 2022 to 676 in 2023 through all three programs.

Modest Investment; Exponential Returns

As you can see, our donor/sponsor gap is \$162,128 for 2023. For Bring Out the Greatness 2023, we are hoping to raise \$100,000 to close this gap.

PROGRAMS	Participants	Average Participant Cost	Average Cost Including G&A per Participant (All Programs & Participants)
2022 ACTUAL NUMBERS			
Work Shop	51	\$123	\$732
Cohorts	5	\$480	\$732
School Programs	18	\$1,256	\$732
TOTAL PARTICIPANTS	74		
2023 Growth Goals and Proforma with Donor/Sponsor Gap:			
Work Shop	120	\$100	\$374
Cohorts	5	\$1,867	\$374
School Programs	18	\$90	\$374
TOTAL PARTICIPANTS	676		
Total Non-Donor Revenue	\$90,472		
Total Costs	\$252,600		
Total Gap (Donors & Sponsors)	\$162,128		

Each day, we pay the price for poor leadership. When we invest in ourselves, as well as our children, the dividends that we will yield from such an investment are immeasurable, and far reaching.



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