Cultivating Collective Ambition
An Approach to Leadership

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CAMBA makes New York City a vibrant and safe place to live by helping over 45,000 New Yorkers in need obtain jobs, find affordable housing and raise happy, healthy families each year.

We offer services in:

- Economic Development
- Education & Youth Development
- Family Support
- Health
- Housing
- Legal Services
CAMBA is one of Brooklyn’s largest community-based organizations, with a budget of about $160 million and a diverse and dedicated staff of more than 1,800 employees. Founded in 1977 as a merchants’ block association, the agency has grown in direct response to the needs of the Brooklyn community and beyond. With over 80 locations throughout Brooklyn and across the City with over 180 programs. The vast majority of our clients are low-income City residents. Through our comprehensive continuum of care, CAMBA provides services which connect people with opportunities to enhance their quality of life.

The following Core Values guide CAMBA’s work and inform our relationships:

DEDICATION We do what it takes to get the job done. Our staff is tenacious and loyal, and we work hard to provide people the services they need when they need them most.

DIVERSITY CAMBA serves clients of every race, religion, gender, age, sexual orientation and background and our staff and programs are as diverse as the individuals we serve. We embrace difference, respect all viewpoints, and welcome those from around the corner and around the globe.

INNOVATION We listen to the communities we serve, and develop creative programs with demonstrated impact to respond to their evolving needs.

INTEGRITY CAMBA's principles are evident in our compassionate honesty with clients and are carried through in our careful stewardship of the resources we use to support our work.

QUALITY Our communities deserve the best possible services, and CAMBA strives to support our staff and clients to achieve that goal.
# Workshop Agenda

## Purpose
- To explore core elements of Leadership Development (LD) as a means of fostering Collective Ambition (CA)
- Identify and troubleshoot current barriers to capacity building
- Create action steps for cultivating a Professional Learning Community (PLC)

## Process
- Getting to Know You: Energizer
  - CAMBA Introduction
- Group Work – Explore Key Elements of a Good Leader
- Troubleshoot barriers to capacity building
- Define Professional Learning Community (PLC)
- Group Reflection – 7 Elements of Collective Ambition (CA)
- Next Steps/Takeaways – Setting up your PLC

## Outcome
- Individuals will walk away with the knowledge and tools to begin to utilize Collective Ambition as an actionable framework for sharing best practices
- Individuals will walk away with the knowledge and tools to create a thriving Professional Learning Community within their respective agency
Key Elements of Leadership

Ask Yourself:

1. What are the critical qualities/competencies of a leader?

2. Name those qualities in a single word or short phrase

3. Identify to what degree you possess any or all of those qualities:
   - Very Well
   - Fair
   - Not Well
Capacity Building

Small Group:

What are some barriers that you have encountered, that negatively impact Capacity Building in your work?

• Internal
• External
What is a Professional Learning Community (PLC)
A group of educators that meets regularly, shares expertise, and works collaboratively to improve skills, and leadership performance.

PLC’s Focus on Five Attributes
1. Supportive and Shared Leadership
2. Collective Creativity
3. Shared Values and Vision
4. Supportive Conditions
5. Shared Personal Practice

PLC’s are also known as:
✓ Communities of Practice
✓ Collaborative Learning Communities
✓ Professional Learning Groups
Cultivating Collective Ambition

CA focuses on how leaders and employees think about:

- **Why they exist**
- **What they hope to accomplish**
- **How they will collaborate to achieve their ambition**
- **How their brand promise aligns with their core values**

They don’t fall into the trap of pursuing a single ambition, instead, they collaborate to shape a collective ambition that supersedes individual goals and takes into account the key elements required to achieve and sustain excellence.
Seven Elements of Collective Ambition

- **Purpose**: The organization’s reason for being; why it exists; its core mission.
- **Vision**: The position or status an organization aspires to achieve in a reasonable time frame.
- **Targets and milestones**: The metrics used to assess the extent to which the organization has progressed toward its vision.
- **Strategic and operational priorities**: The actions an organization will take (and not take) in pursuit of its vision.
- **Brand promise**: The commitments an organization makes to its stakeholders (customers, communities, investors, employees, regulators and partners) concerning the experience it will provide.
- **Core values**: The guiding principles that dictate what an organization stands for in good and bad times.
- **Leader behaviors**: How leaders will act, day-by-day and in the long term, to implement vision and strategy as they strive to fulfill their brand promise and live up to their values.
Collective Ambition Group Work

Symbiotic Relationship

PLC

CA
Up Next, Your PLC!
Reflections

- Something you’re thinking about
- Something you’re feeling
- Something you’re going to take action on
Leadership Development Here We Come! #PLC #CollectiveAmbition

KEEP CALM AND THANK YOU FOR PARTICIPATING

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