



**TOMANDO LA DELANTERA EN LAWRENCE (LEADING THE WAY IN LAWRENCE) MANAGED BY
MASSACHUSETTS MINORITY STATE POLICE OFFICERS' ASSOCIATION**

Program Overview

The Tomando La Delantera en Lawrence (Leading the Way in Lawrence) was developed to empower youth to become effective leaders for the 21st century through leadership education and hands-on experience. Through combination of learning and applying technology, hands-on business management, and assisting local small businesses, 14 to 18 years old have the opportunity to become heroes in their communities and to view themselves as "Can Do" individuals with skills to make their dreams happen. Students are paid a stipend, so the benefiting businesses receive the services for free.

Summer Session Overview

In 16-week (**Currently seeking funding**) - Summer Session, students:

- Are exposed to the concepts, elements, and process of leadership.
- Learn to recognize group dynamics and how it affects the leadership process.
- Choose business roles they are interested in: Customer Management, Marketing, or Accounting
- Based on their choice, taught the basic business principles, and appropriate application.
- Work with a local business that has indicated their need for this service.

Content-Specific Tracks

Students choose from one of three tracks, engaging in more specialized hands-on business activities, while being supervised and monitored by specialists:

The **Customer Service Track** exposes students to:

- Design customer profiles by developing customer databases.
- Create customer surveys to determine key reasons for client utilization.
- Provide useful information to business owners.

The **Marketing Track** exposes students to:

- Determine what messages impact customer interest.
- Create guerrilla advertising for businesses on limited budgets.
- Integrate messages into Elevator speech of business owner.

The **Accounting Track** exposes students to:

- Develop financial reporting using Excel spreadsheets.
- Train business owners' staff to enter daily transactions into spreadsheets.
- Create filing systems that support financial reporting

These activities re-enforce that our students are "Can Do" individuals, while being a productive and valued member of a management team. The confidence that is built from these interactions moves the Protégés from the leadership development into leadership applied. By the end of the session they will be able to:

- Develop a vision of their futures and how to inspire others.
- Analyze creative ways of identifying and securing resources in order to serve as leaders in the business world.

Leading the Way - Designed For the Community's Needs - Leading the Way in Cape Cod Graduated 20 in 2 Sessions

One of the most pressing issues facing the United States is how to best facilitate the development of our youth. The future of the nation, and the future of world civilization, will soon rest in the hands of today's youth. To become productive and contributing individuals who can be effective and proactive in determining the course of tomorrow's world, today's youth must develop positive leadership knowledge, attitudes, skills and aspirations. Preparing today's youth for their roles as tomorrow's leaders is a challenge we all face (Cox, 1996).

The objectives of the Program is to focus on leading our protégés to be:

- Responsible for their own success and that of the groups they work with
- Develop skill sets which allow for "on-demand" creativity
- Able to communicate and listen at a more effective level



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- Effective team players in competitive environments where cycle times and information are paced at the speeds of today's business climate.
- Committed to lifelong personal development and learning