



UNITED STATES

TRAINING CONFERENCE

SPONSORED BY:



SIFE 301: Leadership Training

Individuals who are officers and leaders on SIFE Teams should attend to continue to develop leadership skills for effective team productivity.

SPONSORED BY:



Establishing an Effective Team



DALE CARNEGIE®
TRAINING

15 Minute Break

SPONSORED BY:



Project Partnerships

SPONSORED BY:



Project Partnerships



American Free Enterprise. Dream Big.

www.FreeEnterprise.com



HSBC 
The world's local bank



Savings Made Simple

Walmart 
Save money. Live better.

SPONSORED BY:



 **TRAINING
CONFERENCE**
UNITED STATES



American Free Enterprise. Dream Big.

www.FreeEnterprise.com

American Free Enterprise

SPONSORED BY:





American Free Enterprise. Dream Big.

www.FreeEnterprise.com

The Challenge

In partnership with a local chamber of commerce, how effectively did the SIFE team promote entrepreneurship, raise awareness of free enterprise & assist entrepreneurs to improve their quality of life and standard of living?

SPONSORED BY:





American Free Enterprise. Dream Big.

www.FreeEnterprise.com

Grant Opportunities

Grant Application Timeline

- 50 teams will receive a \$2,000 grant
- To apply, submit an online application by October 28, 2011
- Grants will be distributed in November 2011

Determination Criteria

- Connect with your local chamber of commerce
- Submit a project concept, goals and strategies
- Detail a list of expenses sufficient to warrant a grant

SPONSORED BY:





American Free Enterprise. Dream Big.

www.FreeEnterprise.com

Evaluation Criteria

- Empowerment achieved for entrepreneurs
- Educational outreach promoting free enterprise
- Media exposure
- Project concept, execution, outputs & outcomes

SPONSORED BY:





American Free Enterprise. Dream Big.

www.FreeEnterprise.com

Grand Prize & Awards

National
1st Place

- \$2,500
- Trophy

National
2nd Place

- \$1,500
- Trophy

National
3rd Place

- \$750
- Trophy

SPONSORED BY:



Campbell's *Let's Can Hunger Challenge*



SPONSORED BY:



Campbell's *Let's Can Hunger Challenge*



How effectively did the SIFE team measure & demonstrate a comprehensive approach to addressing hunger including; raising awareness, translating awareness to action in the form of urgent hunger relief & empowering those in need to defeat the cycle of hunger?

SPONSORED BY:



Special Award Opportunities

The 5,000 lbs Challenge

Worldwide Goal: 750,000 lbs

- \$250 to the first 96 teams pledging 5,000 lbs
- 45 teams raising the highest # of lbs will receive additional cash awards
- Invitation to the Silver Spoon Reception at Nationals

Top 5
Teams

- Teams 1-5
- Receive an additional \$1,000

Next 10
Teams

- Teams 6-15
- Receive an additional \$750

Next 15
Teams

- Teams 16-30
- Receive an additional \$500

Next 15
Teams

- Teams 31-45
- Receive an additional \$250

SPONSORED BY:



Project Components



- Lasting Hunger Relief
- Hunger Awareness
- Urgent Hunger Relief



SPONSORED BY:



Grand Prize & Awards*



National
1st Place

- \$5,000
- Trophy

National
2nd Place

- \$4,000
- Trophy

National
3rd Place

- \$3,000
- Trophy

*Teams qualifying for a Grand Prize must raise a minimum of 25,000 lbs

SPONSORED BY:





The world's local bank

Financial Education for Small Businesses

SPONSORED BY:



The Challenge

How effectively did the SIFE team empower an existing small business or new business with financial education resulting in increased levels of knowledge which provide a strong financial foundation?

SPONSORED BY:



Grant Opportunities

Grant Application Timeline

- 37 teams in CA, CT, D.C., DE, FL, IL, MD, NJ, NV, NY, OR, PA, VA and/or WA will be awarded grants as follows:
 - National First Place: \$5,000
 - National Second Place: \$3,500
 - National Third Place: \$2,000
 - Thirty-four runners-up \$1,500 each
- To apply, email your application to sifeteams@sife.org by October 28, 2011
- Grants will be distributed in November 2011

Determination Criteria

- Submit a project concept, goals and strategies
- Detail a list of expenses sufficient to warrant a grant

SPONSORED BY:



Evaluation Criteria

- Empowerment achieved for small business(es)
- Project concept, execution, outputs & outcomes
- Additional criteria may include, but not be limited to, innovation, number of people reached, tracking/measurements employed and/or resourcefulness of team

SPONSORED BY:





Women for Less Waste

SPONSORED BY:



The Challenge



How effectively did the SIFE team measure and demonstrate a comprehensive approach to addressing & reducing waste on their campus?

SPONSORED BY:



Grant Opportunities



Grant Application Timeline

- 15 teams in CT, D.C., DE, MA, MD, ME, NH, NJ, NY, PA & RI will be awarded a \$1,500 grant
- To apply, submit an online application by October 28, 2011
- Grants will be distributed in November 2011

Determination Criteria

- Submit a project concept, goals and strategies
- Detail a list of expenses sufficient to warrant a grant

SPONSORED BY:



Evaluation Criteria



- Degree of waste reduction achieved
- Empowerment achieved for participants
- Media exposure
- Project concept, execution, outputs & outcomes

SPONSORED BY:



Grand Prize & Awards



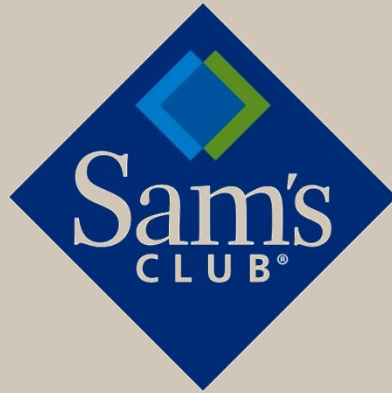
- \$2,500
- Trophy

- \$1,500
- Trophy

- \$1,000
- Trophy

SPONSORED BY:





Savings Made Simple

Step Up For Small Business

SPONSORED BY:



The Challenge



Savings Made Simple

In partnership with a Sam's Club, how effectively did the SIFE team empower a small business to raise their quality of life & standard of living through improved business & environmentally sustainable practices?

SPONSORED BY:



Grant Opportunities



Savings Made Simple

Grant Application Timeline

- 175 teams will receive a \$1,500 grant
- To apply, submit an online application by October 28, 2011
- Grants will be distributed in November 2011

Determination Criteria

- Meet with small business and identify areas of opportunity
- Submit a project concept, goals and strategies
- Detail a list of expenses sufficient to warrant a grant

SPONSORED BY:



Evaluation Criteria



Savings Made Simple

- Business & environmental sustainability improvements
- Financial return on investment
- Media exposure
- Project concept, execution, outputs and outcomes



SPONSORED BY:



Grand Prizes & Awards



Savings Made Simple

Awards

Finalist Awards (8): \$1,000 & Plaque



- \$5,000
- Trophy

- \$4,000
- Trophy

- \$3,000
- Trophy

SPONSORED BY:





Women's Economic Empowerment

SPONSORED BY:



The Challenge



How effectively did the SIFE team empower women in the United States to raise their quality of life & standard of living through workforce training and/or assistance to start or expand a business?

SPONSORED BY:



Grant Opportunities



Grant Application Timeline

- 75 teams will receive a \$1,500 grant
- To apply, submit an online application by October 28, 2011
- Grants will be distributed in November 2011

Determination Criteria

- Submit a project concept, goals and strategies
- Detail a list of expenses sufficient to warrant a grant

SPONSORED BY:



Evaluation Criteria



1. Empowerment achieved for women
2. Media exposure
3. Project concept, execution, outputs & outcomes



SPONSORED BY:



Grand Prize & Awards



Awards

Finalist Awards (10): \$1,000 & Plaque



- \$5,000
- Trophy

- \$4,000
- Trophy

- \$3,000
- Trophy

SPONSORED BY:





American Free Enterprise. Dream Big.
www.FreeEnterprise.com

www.sifeamericanfreeenterprise.com



www.letscanhunger.com



www.womenforlesswaste.org



Savings Made Simple

www.sifesams.org



www.walmartempowerswomen.org

SPONSORED BY:



Project Activities

SPONSORED BY:



Project Portfolio Analysis

Project Portfolio Analysis

Project Name	Project Life			Relevance			Population		Approach			Outcomes		
	Legacy	Established with Outcomes	Established without Outcomes	R&D	Economic	Social	Environmental	Target Audience	People in Need	Business Concepts	Economic Concepts	Entrepreneurial Approach	Quantitative	Qualitative

SPONSORED BY:



Consider this...

- Re-examine your existing program portfolio
- Evaluate the status of your projects – Less can be more!
 - Re-organize your project portfolio
 - Brainstorm about new project opportunities

SPONSORED BY:



Consider this...

Multi-year projects

- Are your projects overall focused on improving the quality of life and standard of living of others?
- To what degree are you able to make some adjustments to your strategic/action plan?
- Are you considering and accounting for economic, social and environmental factors?

SPONSORED BY:



Consider this...

Define your target audience

- What is the need?
- Analyze your community
- Empowerment
- Quality of life and standard of living

SPONSORED BY:



People in Need

- Audiences are not limited to simply the poor, disadvantaged, marginalized in society, underprivileged, and/or economically challenged
- Broadly interpreted to represent all target groups so long as they are clearly lacking in the particular focus area of the team's project, which is deemed to be significant and relevant to SIFE's mission

SPONSORED BY:



Informing \neq Empowering

1. Tell me, I'll forget

Listening does not directly lead to active remembering we only remember 20%

2. Show me, I'll remember

We remember 20% of what we hear, 40% of what we hear and see

3. Involve me, I'll understand

Involving includes all senses. We remember 80% of what we hear, see and DO

SPONSORED BY:



What are Business & Economic Concepts?

SPONSORED BY:



Economic and Business Concepts

- Should be used to help empower others to change their quality of life and standard of living
- Think about knowledge and skills that people can use to be successful as an employee or entrepreneur

SPONSORED BY:



What is an Entrepreneurial Approach?

SPONSORED BY:



Entrepreneurial Approach

- Thinking creatively
- Using innovative solutions
- Developing new opportunities where possible
- Establishing partnerships
- Constantly expanding on existing projects

SPONSORED BY:



How did you improve their
quality of life and standard of
living?

SPONSORED BY:



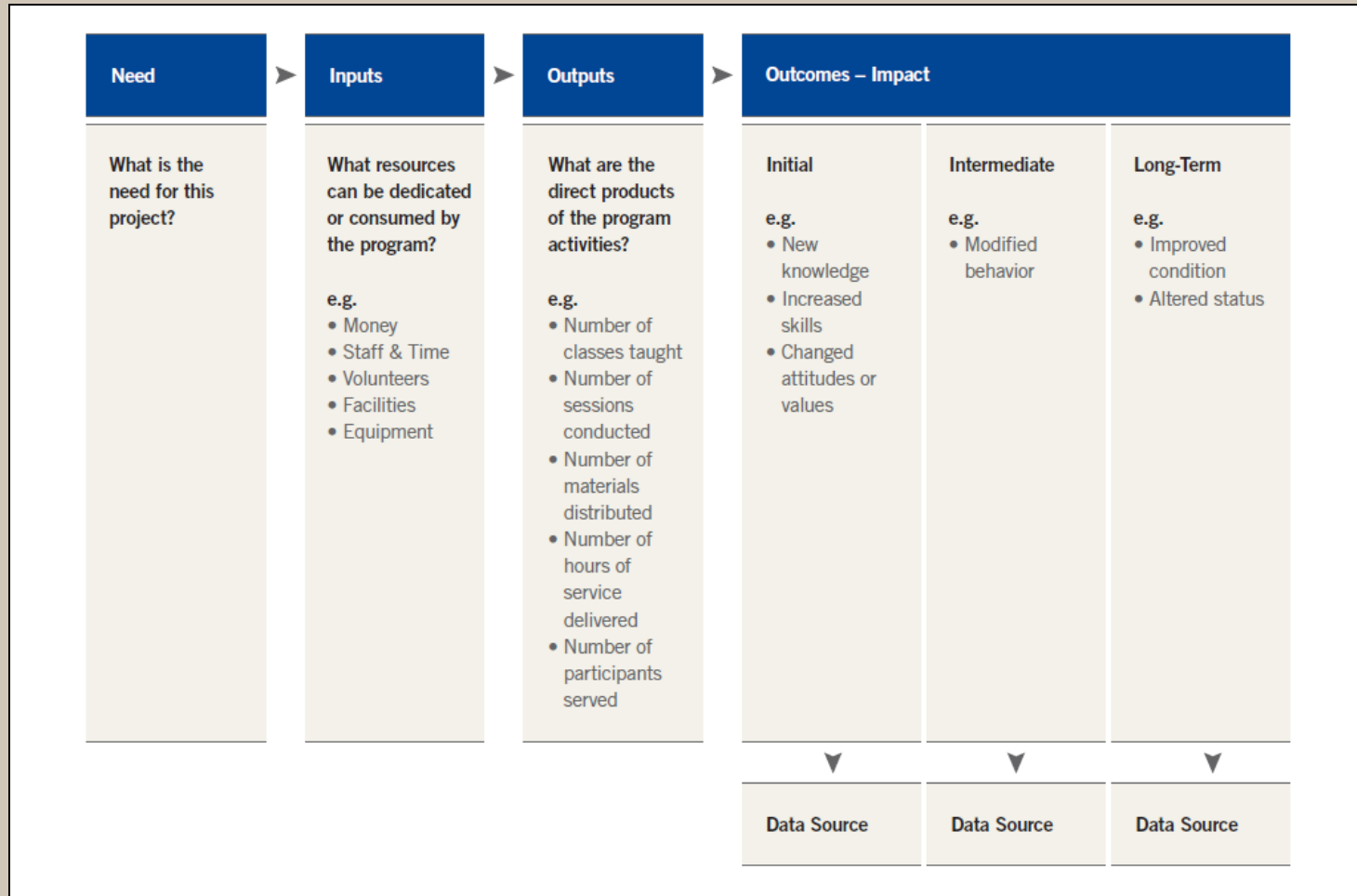
Outcome-based projects...

- Are the focus of the criterion
- Are about having a REAL impact
- Should be a focus throughout your project planning
- Can only be measured by using effective evaluation methods

SPONSORED BY:



SIFE Project Example



ED BY:

Quality of Life

For SIFE projects think about:

- Environmental quality
- Happiness / Satisfaction with one's life
- Cultural resources
- Access to / opportunities of leisure
- Safety
- Quality of education

SPONSORED BY:



Standard of Living

For SIFE projects think about:

- Increase in people's real income
- Access to work/employment
- Increase in profit margins
- Literacy rates
- Access to education
- Ability for person to find a job
- Ability to make investments

SPONSORED BY:



Long-Term Focus

- Make sure your projects have an end!
- Build a foundation for continuation and expansion of success
- Find appropriate long-term strategy
 - Expansion
 - Innovation
 - Hand over to partner
 - Conduct a final evaluation

SPONSORED BY:



Project Activities

Project Planning Template

New Project Continuing Project

Project Title: _____ Start Date: _____ End Date: _____

1. Project Description/Overview of Activities

2. Needs Assessment of Purpose and Goals for Project (e.g. interviews, pre- and post-tests)

SPONSORED BY:



Lunch

SPONSORED BY:



Conflict as a Growth Opportunity



DALE CARNEGIE®
TRAINING