

Invent a Leadership Product

Desired Outcome

- To contemplate qualities that make an effective leader and to present them in a creative idea for a new leadership product.

Leadership Standards Addressed

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- Organization
- Clarifying and defending positions
- Logical reasoning
- Creative expression

Materials

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- Handouts
- Poster
- Assorted art supplies

Task

- 1 Brainstorm an idea for a new leadership product to hit the market
- 2 Make an actual prototype of this product. The product must include a label with all applicable information.
- 3 Design an advertising campaign for your product. Create an advertising flyer that includes the slogan, a picture and description of your project. Review advertising ads in magazines to get ideas for an effective campaign. Advertising and product must include:
 - a
 - b Product name
 - c Ingredients (if applicable)
 - d Slogan
 - e Label
 - f Nutritional facts (if applicable)
 - g Net weight
 - h Cost
- 4 Copy and 3-hole punch enough handouts for everyone in class
- 5 Create a poster as your visual aid, which includes the name of the product, slogan, and picture of the product.
- 6 Share your product in an advertising campaign. Explain how your product will create better leaders in society. Your motivation is to try and persuade the audience to purchase your product. Why is your product so wonderful and effective? How will it help us become better leaders? SELL US!

7 Grading

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|---|----------------------|-----------|
| a | Speech | 20 Points |
| b | Prototype | 30 Points |
| c | Advertising Poster | 20 Points |
| d | Handouts | 20 Points |
| e | Marketing Strategies | 10 Points |

Leadership Product

EXAMPLE

Name: *Leaders for Life* (a cereal)

Slogan: "Combat Daily Strife, Enjoy Leader's for Life"

Campaign: Enjoy *Leaders for Life* cereal as part of a diet rich in whole grain foods and other plant foods. It's low in saturated fat, total fat, and cholesterol, which may reduce the risk of leading others without vision or direction. This cereal also reduces heart disease and the desire to gossip and judge others. *Leaders for Life* cereal has 9 essential vitamins (*) and minerals and is fortified with calcium and iron and is made from whole grain oats.

Ingredients:

Listens Well*	Zinc oxide
Whole oat flour	Takes risks*
Encourages others*	Corn flour
Sugar	Follow through*
Accepting*	Whole-wheat flour
Riboflavin	Proactive*
Enjoys process*	Rice flour
Yellow #5	Red #3
Efficient*	Organized*