**Launching a Leadership Council**

**Application Activities**

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| 1. Identify the top 10-25 employers in your area and the executives who lead the L&D function |
| 1. Write out your value proposition. How will it benefit corporate L&D leaders to be on a Leadership Council? |
| 1. Topics or chapter issues you’d like their input on: |
| 1. Your Action Plan: What 3-5 actions will you commit to take in the next 30 days? |

**Checklist for Implementing a Leadership Council**

* Identify the top 25 employers in your area and the executives who lead the L&D function.
* Create a spreadsheet of all potential Leadership Council attendees with names, titles and contact information.
* Create a value proposition for your Leadership Council, identifying the “what’s in it for them” for L&D executives.
* Create an email invitation, including the value proposition.
* Use LinkedIn, existing relationships and personal contact to make contact with L&D executives, introduce the Leadership Council and obtain their email address.
* Create a value proposition for Leadership Council sponsors, identifying the “what’s in it for them”.
* During annual chapter planning, decide on 4 dates for Leadership Council meetings for the year, one per quarter.
* Recruit a sponsor for the first Leadership Council meeting.
* Work with the sponsor to decide on a venue for hosting the meeting.
* Work with the venue to create a menu within the budget of the sponsor.
* Work with chapter leadership to create an engaging agenda for the meeting; include a 10-minute “commercial” from the sponsor at the beginning of the meeting.
* 6-8 weeks before the first meeting, send email invitations to all L&D executives on your spreadsheet, asking them attend the first Leadership Council meeting (and put the other dates for the year on their calendar); request RSVP (don’t forget to include chapter leaders in the invitation list) .
* Track reservations and notify the venue of number of attendees.
* Print name tags and handouts, including calendar of upcoming ASTD events. Secure projection equipment, if required.
* Identify a scribe who will take notes during the meeting.
* After the meeting, send out notes to all attendees, as well as those on the spreadsheet who did not attend.

ASTD Houston Chapter

<http://www.ASTDHouston.org>

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