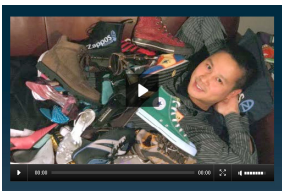


Are you
changing
the world?

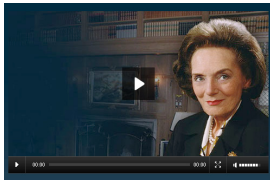
EMERGING LEADER VIDEO CHALLENGE

how have you made a difference?



Our world is changing faster than ever before and demands emerging leaders with innovative ideas and plans for growth and change. We want to hear yours!

In a two to three minute video you produce yourself, tell us a **compelling story** about a cause you are dedicated to and a person you have served.



One video a month will be featured on our *Leadership Dialogues* site—alongside the likes of the Dalai Lama, Tony Hsieh and Alan Mulally. 10 finalists will jumpstart their careers by receiving an *Emerging Leader* award certificate, signed by Frances Hesselbein.



You and our viewers will vote for one especially inspiring *Emerging Leader to come to NYC* for the annual *Leader of the Future Award* dinner, where his/her video will be screened for a room full of the leaders of today's most notable organizations in the public, private and social sectors.



What are the challenges and successes you've encountered on the road to make a difference? **Make your video interesting:** show us—don't just tell us—about the cause you are invested in. Take us to the problem and let us experience it, too. Make us want to make a difference with you.

show us by submitting a video!

Leader
toLeader
INSTITUTE



EMERGING LEADER VIDEO CHALLENGE

REQUIREMENTS

1 Create Video

Submit a 2-3 Min. 'Leadership Experience' Video

- Highlight a fascinating story about a person whose life you changed and/or a leader who inspired you. It's about them, not you. Show us—don't just tell us—about the cause you've taken on.
- Entirely your own content (we will not take exclusive rights, but must be allowed to distribute it on our sites).
- Host your Video on YouTube or Vimeo.

2 Write Narrative

Submit a 500 Word Narrative

- Tell us how, why or who made you decide to take on the cause you are leading.
- Why is this cause so valuable to you?
- How have you made a difference?

3 Email Us

Send us an email including:

- APPLICATION CHECKLIST
- Your Name
 - Birthdate
 - University or Organization Affiliation
 - Name or Information on the program/work highlighted in your video
 - YouTube or Vimeo hyperlink pointing to your video
 - A 500 word background narrative about your leadership experience

PRIZES

- Your video displayed on, and forever archived in the *Leadership Dialogues* website, and your video highlighted in the Leader to Leader monthly e-newsletter.
- A certificate of recognition as an *Emerging Leader* from the Leader to Leader Institute, signed by Frances Hesselbein that will help launch your career in the business and social sector.
- A chance to win a trip to NYC to attend the *Leader of the Future Award* dinner, where your video will be screened for all attendees.