



## Leadership Louisville Connector Project FREQUENTLY ASKED QUESTIONS

Help us recognize individuals creating positive change and start a community conversation on new leadership and how everyday people do make a difference.

### ***What is the Leadership Louisville Connector Project?***

The Connector Project is an effort to identify and recognize individuals who have the ability to create and influence change in the Louisville and Southern Indiana region. The first phase is a community-wide nomination process and later phases include research on the leadership characteristics of Connectors and mapping of leadership in the area.

### ***What is the Leadership Louisville Center?***

The Leadership Louisville Center is the region's leading leadership development and civic engagement organization. Its mission is to grow community leaders to serve as catalysts for community change. Four programs including Leadership Louisville, Bingham Fellows, Ignite Louisville and Focus Louisville along with other special events help accomplish the mission. The Leadership Louisville Connector Project is a signature project for the Center's 30<sup>th</sup> anniversary and we hope to generate a community conversation about leadership – one that discovers new and different models of leadership.

### ***What is a Connector?***

The Louisville definition of Connector will emerge through the project. Best-selling author Malcolm Gladwell called the people who make it possible to bring great ideas into fruition Connectors, for their ability to create and impact change in their communities by serving as a pocket of trust. Connectors are not always in positions of authority but have a great ability to lead and influence others through their informal networks.

### ***How will individuals be identified?***

The Connector Project begins with a community-wide call for nominations of individuals who have the qualities of a Connector. A list of top Connectors will emerge through the nomination process.

### ***Who is taking the nominations and identifying the list of top Connectors?***

The Leadership Louisville Center is working with a neutral third party to conduct the data collection and analysis for the Connector Project. Dr. Karen Stephenson, a cultural anthropologist who specializes in social-network studies along with her New York based company, NetForm, are providing expertise and software for the Connector Project. Dr. Stephenson worked on a similar project with Leadership Philadelphia. In Philadelphia, 101 Connectors were announced. The number in this study will be determined by the data.

### ***When can I submit a nomination?***

Nominations will be taken September 9 – October 31, 2009.

### ***How do I submit a nomination?***

Go to [www.LouisvilleConnectors.com](http://www.LouisvilleConnectors.com) and click on the link to complete a nomination form. You will answer a series of questions with the names of individuals along with an email address and/or phone number for each person you nominate.

### ***What does the nomination form include?***

You will be asked to imagine that the Greater Louisville and Southern Indiana area is committed to transforming itself into the World's Best Region and you are responsible for putting together a **team** of people to make this happen. The nomination form includes a series of questions designed to identify the people you know who possess expert knowledge, exemplify innovative thinking and demonstrate fortitude.

### ***How many people can I nominate?***

The nomination form includes a series of questions and you can nominate several people for each question.

### ***What are the nomination questions?***

- Who is innovative and brings big picture ideas to projects?
- Who has expertise or expert knowledge to turn great ideas into reality?
- Who has integrity, concern for the common good and the guts to help get things done?
- Who is effective at implementing and would roll up their sleeves to see work through with you to the end?
- Who would you depend on to help bring together and wisely coordinate resources to meet challenges?
- Who in your own neighborhood or local community could you depend on to make the area the best in the world?
- Who would you go to for advice outside of your own race, class, social circle, gender, religion, age group?

***I don't have access to internet – can I make a nomination?***

Yes. Forms will be printed in The Courier-Journal on September 9 and September 13. You may also call the Leadership Louisville Center at (502) 561-0458 and request that a form be mailed to you.

***How will top Connectors be identified?***

All nominations will be analyzed by NetForm to identify the top Connectors.

***What are you going to do with the names submitted?***

Names and contact information submitted will be held in confidence by the Leadership Louisville Center. The final list of Connectors will be contacted to gain their permission before publicizing the list of top Connectors.

***How will you make sure the study is valid and that it identifies the true Connectors and not people who just want to be on the list?***

The study is as valid as the community makes it through participation. This is not as scientific as the census but requires wide participation for a study that deeply penetrates the community. You can help by encouraging the people you know to make nominations.

***How will you prevent people from stuffing the ballot?***

NetForm will receive nominations and use technology to prevent individuals from tampering with the study. Also, nomination questions are designed to guide the process and help prevent gaming. Wide community participation will also help.

***Where should the nominees live?***

Nominees should live in the Greater Louisville and Southern Indiana area. A concerted effort is being made to solicit nominations from individuals from all walks of life with a wide range of skills, abilities and contacts.

***Can I nominate someone that I don't personally know?***

We don't suggest this. Please nominate individuals you know personally, although this includes a fairly broad definition.

***Can I just nominate one person?***

Nomination questions are designed to have you think about many people you know personally. It is unlikely one person fits all of the questions. However, you do not have to answer all of the questions, you may only answer the ones in which individuals come to mind.

***Can I nominate myself?***

If you feel that you have the qualities asked for in the nomination questions, yes.

***How many times can I complete a nomination form?***

We ask that you only submit one nomination form.

***Do I have to include a phone number and email for everyone that I nominate?***

No, but if you have that information, please include. This will help ensure we have accurate information to go along with names submitted (i.e. There may be five people named John Doe in the area – his phone and email will let us know which John Doe you are nominating).

***Why do we have to answer so many questions?***

Connectors have many qualities and the questions are designed to have you think about these qualities and the people you know in different ways, such as friends, colleagues, neighborhoods, schools, faith-based organizations, etc.

***Is there an age limit to people I nominate?***

No.

***Do you have information and the nomination form in other languages?***

We are working on this.

***Are you just trying to recognize unknown leaders or can I nominate a recognizable leader?***

The community needs all types of leaders and we hope to receive nominations for both of these kinds of leaders.

***How are you getting the word out about the project?***

Our media partner, the Courier-Journal is helping with advertising, along with other media outlets such as Louisville Magazine and Today's Woman magazine. We have extensive public relations efforts and we are mobilizing over 2,000 members and graduates to assist with community outreach.

***How can I help get more people to make nominations?***

Encourage the people you know to visit [www.LouisvilleConnectors.com](http://www.LouisvilleConnectors.com) to make a nomination. There you can print flyers and nomination forms to share. You can also call the Leadership Louisville Center at (502) 561-0458 to request materials.

***Are other communities doing this?***

This project is modeled on a ground-breaking effort by Leadership Philadelphia. To date, Louisville is the only other community initiating a similar project. Their website: [www.leadershipphiladelphia.org](http://www.leadershipphiladelphia.org).

***When will the final list of Connectors be announced?***

They will be announced in early 2010.

***What are you going to do after the final Connectors are announced?***

We will hold an event to recognize the Connectors. Research will also be done to discover how Connectors connect. A visual map of connection and leadership in the region will be developed. Further research will be done on the leadership characteristics of Connectors. We foresee the potential for many outcomes, but these will be driven by findings and input from the Connectors.

***Does this project have anything to do with politics?***

No. The Connector Project is an effort to recognize a unique kind of leader and may or may not include elected officials and political candidates.

***Has anything like this been done before?***

This project is the first of its kind in the region.

***Will the top Connectors be like a most powerful people list?***

We don't expect it to be, although there could be some overlap. The results will depend on community-wide participation to find the individuals that might be operating under the radar. Well known traditional leaders may also be nominated because of their Connector qualities.

***Who is involved in the Connector Project?***

The Leadership Louisville Center is leading the project. Additional partners include: The Courier-Journal, University of Louisville/New Cities Foundation City Solutions Center, Leadership Southern Indiana, Doe-Anderson, and NetForm.

***Who should I contact for more information?***

Holly Prather at [hprather@leadershiplouisville.org](mailto:hprather@leadershiplouisville.org) or call (502) 561-0458.