King/Chavez/You –
From Ordinary to 
Extraordinary 
Leadership

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“Everybody can be great... because anybody can serve.”

Dr. Martin L. King, Jr.
WELCOME

Introductions
Name, School, Major
Favorite type of candy
Why did you choose this session?
Poem (Prayer) of the Farm Workers’ Struggle

• Take a moment to ready by yourself
  – Underline strong lines
  – Write notes

• Read aloud
  – English
  – Spanish
Learning Objectives

• As a result of this workshop, I
  – Reflected on the life, work and principles of Cesar E. Chavez and Dr. Martin L. King, Jr that exemplify a leader
  – Thought critically about the attributes of a leader
  – Identified how these qualities are also representative of myself
  – Am taking away ideas/suggestions to share with my peers about my own leadership style
Activity

Explore Your Values
Reflection

• What do I feel about the values I ended up with? Were they expected or did they surprise me?
• How do these values show themselves in my everyday life?
• What actions do I already take to live by them?
• What actions would I like to take to live by them?
Activity

*Characteristics of a Leader*

Character: (n) one such feature or trait
Leader: (n) a person or thing that leads
Turn to a partner and discuss:

• How do you define a “leader”?  
• Discuss one leader you know or know of.  
• What skills do they have that make them a leader to you?  Why do you admire them?
Leader

- Top 10 Qualities (Forbes Magazine, 2012)
  - Honesty
  - Ability to Delegate
  - Communication
  - Confidence
  - Commitment
  - Positive Attitude
  - Creativity
  - Intuition
  - Ability to Inspire

- A person who “leads”
  - Guide, direct, serve
Chavez/King Leadership Activity I

*Two Letters*
“The fight for equality must be fought on many fronts – in the urban slums, in the sweat shops of the factories and fields. Our separate struggles are really one – a struggle for freedom, for dignity, and for humanity. You and your valiant fellow workers have demonstrated your commitment, to righting grievous wrongs forced upon exploited people.”

- Telegram to Cesar Chavez from Dr. Martin L. King, Jr.
Activity I

• Goals:
  – Think critically the attributes of a leader
  – Comparing and contrasting Cesar E. Chavez and Dr. Martin L. King, Jr.’s principles of non-violence direct action to achieve social change

• An Open Letter to the Grape Industry, Cesar E. Chavez

• Letter from a Birmingham Jail, Dr. Martin L. King, Jr.
Directions

• Divide into groups
• Read/skim “Letter”
• List 3 characteristics of a leader
• Choose one that best describes MLK or Chavez
• Group name
• Assign writer/recorder, presenter & timekeeper
• Share out
Chavez/King Activity

- Non-Violent Action
  - What are the principles of non-violence identified by King/Chavez?
  - What characteristics of “leadership” can you extract from the letters?
Cesar E. Chavez’ Core Values

- Service to Others
- Sacrifice
- A Preference to Help the Most Needy
- Determination
- Non-Violence
- Acceptance of all People
- Respect for Life and the Environment
- Celebrating Community
- Knowledge
- Innovation
Activity

Leadership Advice From Your Role Model
Directions

• Select and name a role model
• Roleplay the role model
• Exchange the advice cards
• Read the piece of advice
You

• What kind of skills will you learn?
• What kind of leadership skills are you willing to learn?
“There is, deep down in all of us, an instinct – a Drum Major instinct, a desire to be out front, a desire to lead the parade, a desire to be first... We all have that Drum Major instinct. We all want to be important, to surpass others, to achieve distinction, to lead the parade...”

Dr. Martin L King, Jr.
Excerpt from “The Drum Major Instinct”
Thank you!

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