



Dear 2024–2025 Lead2030 Cohort Member,

Congratulations and welcome to the Lead2030 program for the 2024–2025 cohort! And so the countdown begins! We are thrilled to have you join us as we work towards empowering women of color to excel in elected office and drive significant change within national organizations.

About Lead2030:

Lead2030 aims to support women of color, especially Indigenous women, by placing them as paid advisors in national organizations. Our mission is to transform the way state and local legislatures operate, shift public perceptions of elected office, and advocate for increased pay for elected officials by 2030.

What to Expect:

Our program is designed to enhance your leadership and consultancy skills while engaging in a collective capstone project focused on developing a national fair pay campaign. Here's a brief overview of what you will experience:

1. **Understanding Strengths and Values:** Explore your personal strengths and values to align your leadership approach effectively.
2. **Attaching Value to Your Time & Tips on Building Consultancy Practices:** Develop key skills for consulting and leadership.
3. **Time Management:** Learn strategies for effective time management.
4. **Career Planning:** Think about what's next for your career. Where do you want to go from here?
5. **Enrolled into WDL's Talent Pool:** As the cohort experience comes to an end, WDL will work to match fellows with host organizations that fit their needs to help jump start or enhance their consultancy practice as paid advisors. Matching will occur on a rolling basis and is not guaranteed at the end of the cohort experience. However, I will work endlessly to identify organizations that



match your skill set, interest, and availability. Fellow who are not match during by the end of the cohort, will continue to remain in our talent pool and have priority for incoming host organizations.

Getting Started:

1. Read the 1:1 Orientation & Strengths Exploration Session Overview
2. Book your session prior to September 12, 2024.
3. Be sure to complete your Clifton Strengths Assessment at least 24 hours before your session.
4. Use this [Calendly link](#) to schedule your 1.5 hour session.

You will receive access to your cohort google drive and materials prior to our first session on September 13, 2024. For now, we've included important dates below. You should've received calendar blocks for these sessions last week. If you did not receive a calendar invite, please reach out our program associate, Gabrielle Weinand, at gabrielle@womensdemocracylab.org.

Important Dates: Lead2030 Session are held the 2nd Friday of each month (12:00p - 3:00p ET)

- **September 3 - 12, 2024:** 1:1 Orientation and & Strengths Session
- **September 13, 2024:** How to be a Values-Based Elected Official (Part I & II)
- **October 11, 2024:** Attaching Value to Your Time & Expertise (Part I)
- **November 8, 2024:** Attaching Value to Your Time & Expertise (Part II)
- **December 13, 2024:** Help Your Assistant Help You
- **January 10, 2025:** Communications & Branding
- **February 14, 2025:** LEAD 2030 Capstone Project Presentations

***Pop ED Academy (in-person October 1-4, 2024):** Registration for this academy is closed. Thanks to those who applied. For those attending the Pop Ed Academy, WDL has paid your registration fees. Please follow up with Democracy Rising to book your travel.



Feel free to follow up with me directly at natasha@womensdemocracylab.org if you have any questions.

We look forward to working with you and supporting your journey as a leader and advisor.