



# HAPPY FAMILY HAPPY COFFEE

## Tool 5: Change Leadership Map

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**Indonesia Toolkit for  
Empowering Women, Youth and Men  
to Sustainably Implement  
Good Coffee Practices**



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*Left: farmers invited to follow up Village meetings immediately after the Catalyst Meeting.*

### Aims of the Change Leadership Map

The change leadership map is the link between the individual and collective change process. The analysis forms the basis for voluntary pyramid peer upscaling motivated by 'enlightened self-interest' leadership development. Where time is short, development of the Leadership Map can be developed progressively following sessions for the other tools (See Staff Facilitation Guide).

In all GALS processes, the aim is not only that the champions should share with others. But that those with whom they share will in turn share with yet other people so that the messages and methodology are disseminated exponentially to form a movement.

#### Aims for participants

- analyse personal and institutional relationships that present opportunities for change including relations between co-wives, within joint families, relations with natal families and power relations between men within families and sources of peer pressure.
- highlight the importance of pyramid peer sharing of the GALS learnings and methodology in helping people to move forward
- establish a culture and strategies for leadership, peer sharing and upscaling of the gender messages and methodologies
- develop more advanced analytical and diagramming skills using distance, colour, different types of lines and directions.

#### Aims for companies

- identify possibilities for leadership development from farmers and establish a culture and strategies for pyramid peer sharing and upscaling of the gender messages and methodologies - not just for communities but also staff.

In other processes a special session can be given to a more extended version - see discussions elsewhere of the Empowerment Leadership Map or Social Empowerment Map. In their extended form, the individual maps can be the basis for detailed analysis of emotional, economic and power relationships within families and communities, including analysis of patterns of violence.

Videos on the empowerment leadership map and peer sharing can be found on the <http://www.galsatscale.net> video link page.



# Pyramid peer sharing and Leadership Tracking Spider Map



A key concept to progressively reinforce in homework from each of the previous sessions is the 'pyramid' peer sharing whereby each champion becomes the centre of a process of 'pyramid marketing' or 'going viral' for exponential growth.



Each champion is a catalyst for an exponential upscaling process. They are not expected to reach everyone directly and burn themselves out. But to develop the leadership capacity in turn of those they share with. In order for this pyramid exponential sharing to happen:



- Champions must each have the steps of each tool clear in the back of their notebook diaries. It is important that they understand that it is these generic tools they share with others, not their own personal diagrams. It is important that everyone they share with thinks through their own analysis, and does not simply copy what the champions have put. These people in turn need to have the generic steps at the back of their notebooks and so on. So that the tools remain constant as the methodology spreads. Only once people have their own diagrams should champions share their own.
- Selection of people for initial peer sharing starts by identifying the 'easy people' - people they think will change quickly. The more people they can get to change quickly the more self-confidence they will gain, and the stronger the collective voice will be to have greater impact without overburdening themselves.
- Champions should understand clearly the pyramid peer sharing concept and pass it on as they share the methodology. This pyramid peer sharing should be an integral part of the Empowerment Leadership song and maybe also have a song to itself.
- People should have this spider diagram at the back of their notebooks (see diagram on next page) on the page opposite the steps for the Empowerment Leadership Map. They should also track their own process in their diaries - maybe being given a flipchart as their webs grow too large for A4.

Even on a conservative estimate of 1 champion to 5 people reached in their immediate family, if each of these people also reaches 3 people, those 3 people another 3 and so on, then from the same amount of champion effort one can have for example:

- Month 1: 1 to 5 to 15
- Month 2: 15 to 45
- Month 3: 45 to 135

If champions reach more people in the first round through for example sharing in savings and credit groups, groups meeting after mosque or other religious events or through schools, then with the same process of on-sharing, the numbers directly and indirectly reached by each champion can be even greater.

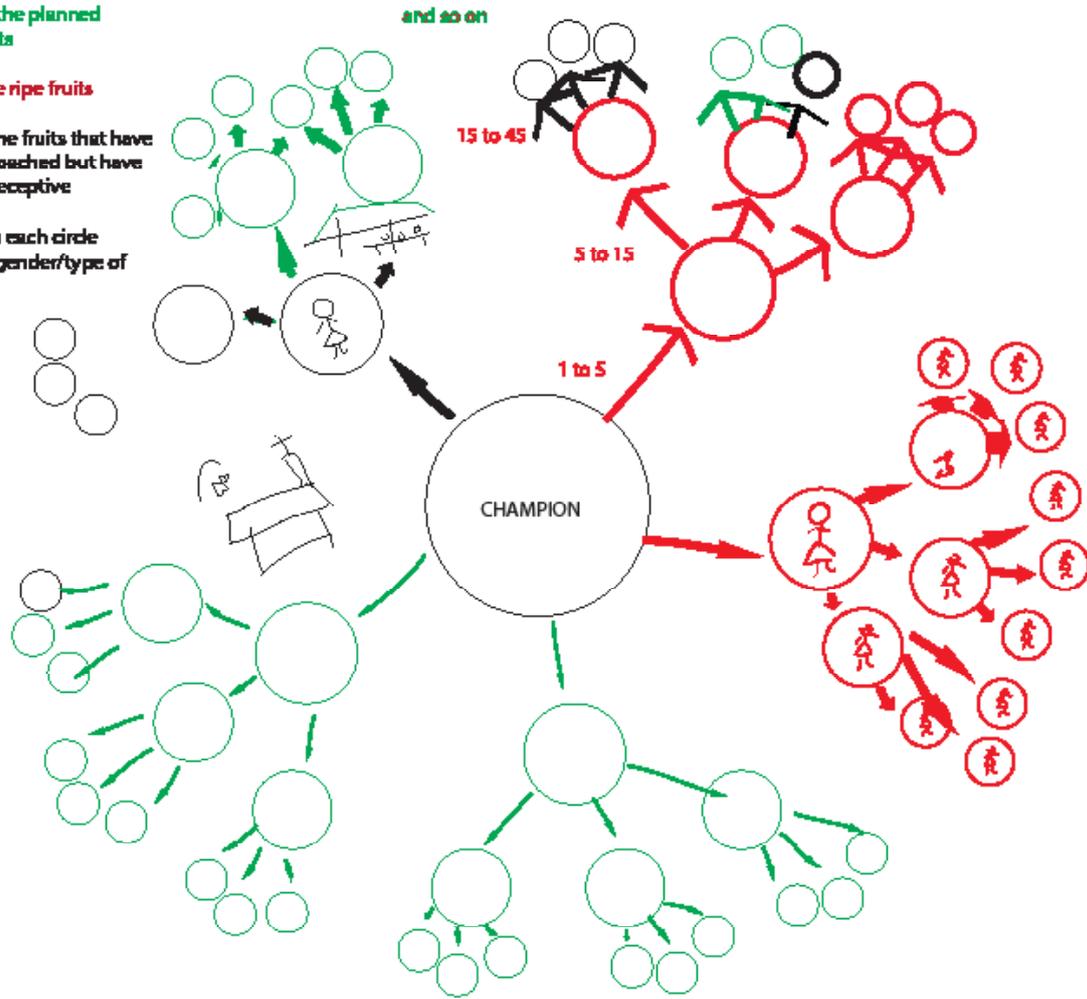


Green are the planned unripe fruits

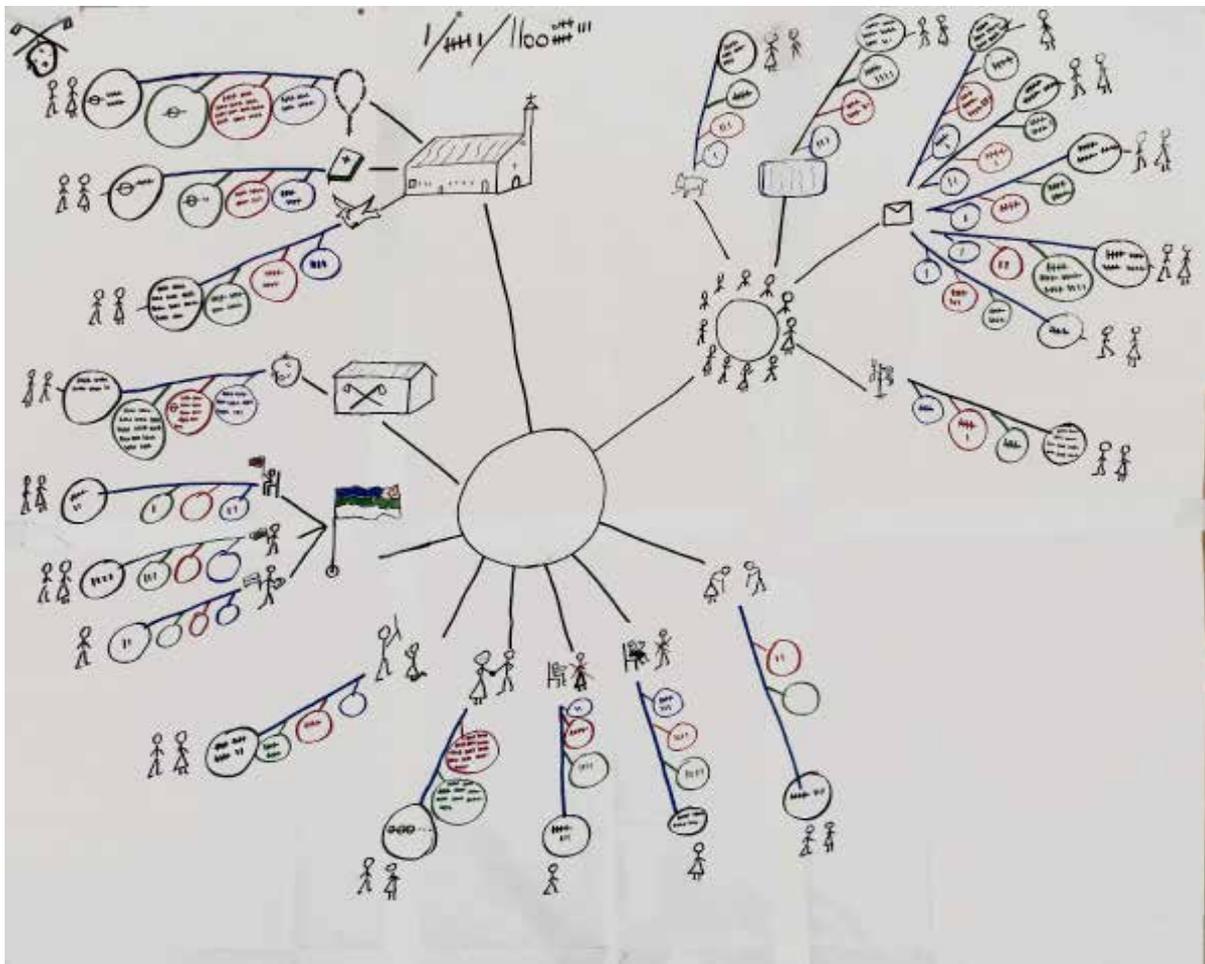
Red are the ripe fruits

Black are the fruits that have been approached but have not been receptive

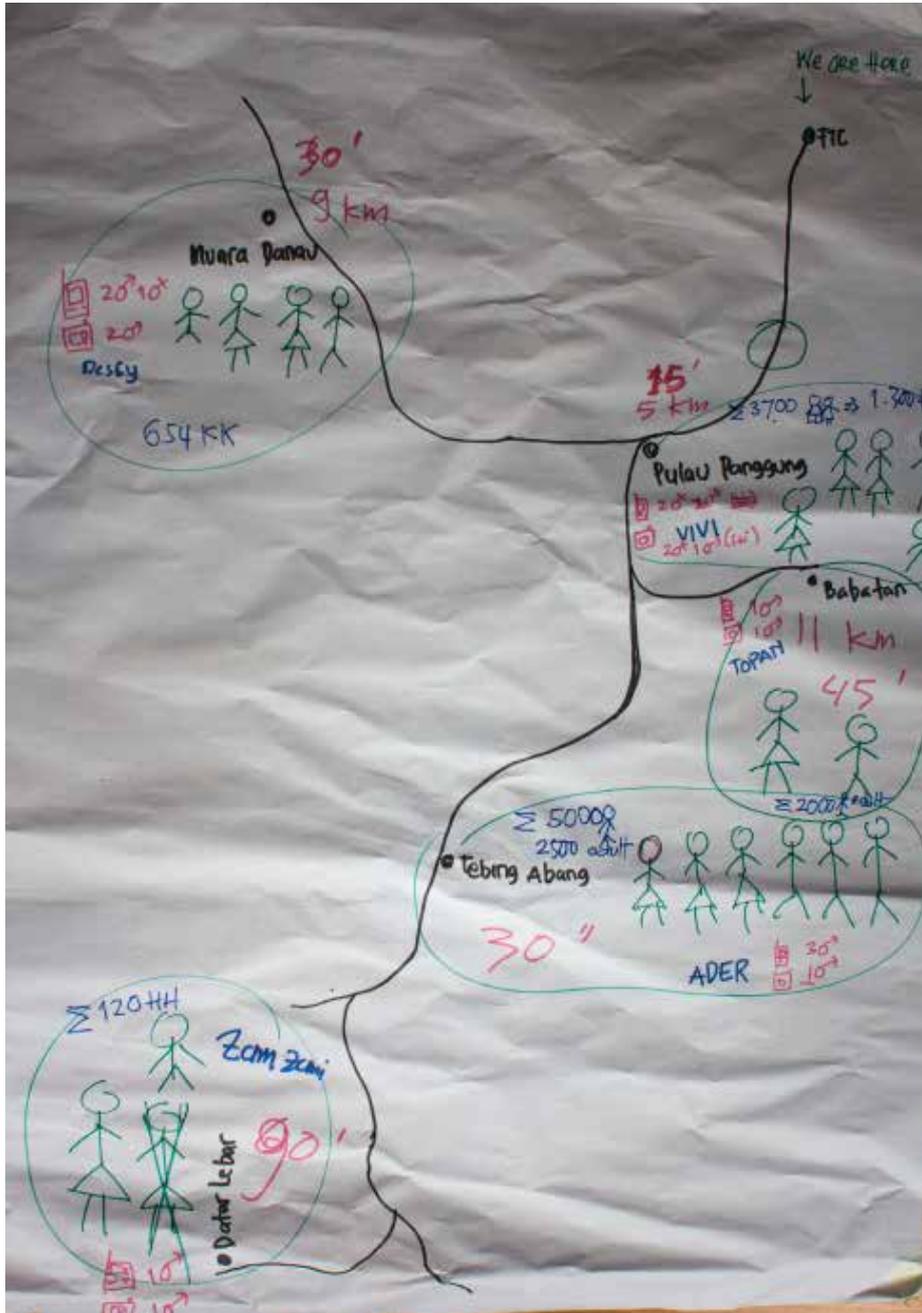
Symbols in each circle represent gender/type of person



Leadership Tracking Spider Map Sample diagram



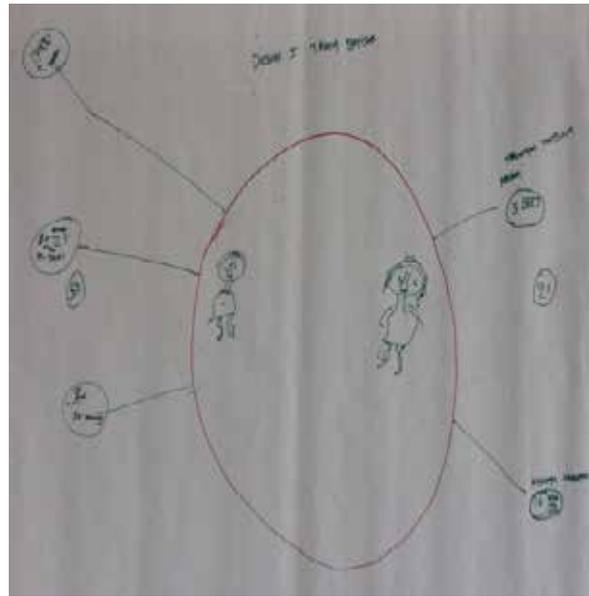
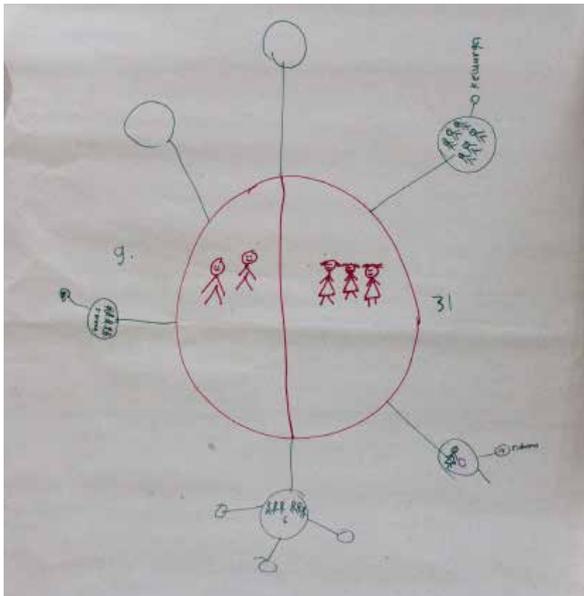
Left collective empowerment leadership map from BAIR, Rwanda. The pictorial quantification shows voluntary peer upscaling in many hundreds from participants in the family, friendship networks, schools and groups over about 1 year.



Village outreach plan in Semendo for farmers participating in the Catalyst Workshop. Showing estimated number of households or total potential outreach in each village, and rough direction and distances to travel.. Onto this diagram could be added the other villages in between where peer sharing could happen on a voluntary basis.

Below initial outreach estimates from Semendo farmers over 3 months from their group discussions. Of the total of 241, 95 people (49 men and 46 women from 5 villages) were already reached in the Village Meetings immediately after the Catalyst workshop. And further weekly or monthly meeting times were decided.

	Champions		Outreach			average	DAY	DATE
	f	m	f	m	total			
Muara Danau	2	2	26	30	56	16.5	MON 9am (+2H)	min. 10 050
Pulau Ponggung	3	3	31	9	40	10	WED 9am (+2H)	min. 10 050
Baba tan	1	1	21	57	78	10.3	SAT 09.00am (+3H)	16 April 10-15 050
Tebing Abang	3	3	6	19	25	4.10	SUN 9am (+2H)	min. 10 050
Datar Lebar	1	1	21	21	42	21	TUE 9am (+1H)	min. 5 050
<b>TOTAL</b>	<b>10</b>	<b>10</b>	<b>105</b>	<b>136</b>	<b>241</b>	<b>12.05</b>		



Group output commitments from the semendo farmers

