



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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Underlying narrative: Change Leadership Map

Building the strength to move towards our vision begins with ourselves and those close to us. Families, friendships and communities are very important opportunities for support and also sometimes challenges in moving forward. The personal suffering, isolation and lack of unity within the family and community are causes of unhappiness and poverty which most women and men can start to change themselves. Building better friendships, working together with co-wives, stopping hurtful gossip, curbing our own anger, helping our friends stop drinking and ruining their lives will make our own lives happier. Together with actions from the gender balance tree, these changes will help increase incomes and resources available to us. The more we can do ourselves through individual and collective effort, the stronger will be the voice when we ask for outside help and changes in the wider environment.

But changing these things means we need to share what we have learned about visioning improvements in our lives and households, and GALS tools with those around us. We need to share what we have learned to help those we love also move forward - as they also help us in return. We also need to share what we have learned with people who may hinder us, or with people who can influence them to change. Focusing first where we can easily make a difference will then build strength to later help those in our family and community who because of violence or poverty have more difficulties to change than others.

And the more we share, the more we will remember what we have learned. Explaining to others deepens our own understanding - as well as increasing the respect people have for us. We also learn from the ideas of others. And those with whom we share will in turn reinforce their learning and progress more easily through sharing with others - through a pyramid peer sharing system.

In this way we can all become leaders of change in our community - people who have helped many others and changed injustices around them are important people indeed. Through GALS women and men who were very poor and ignored by others are now leading their communities and commanding respect - some are even earning some income training donors and government people at international workshops! And those they have taught are teaching yet others so many people progress.

And once we have become leaders in our families and communities we can also become leaders outside.



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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

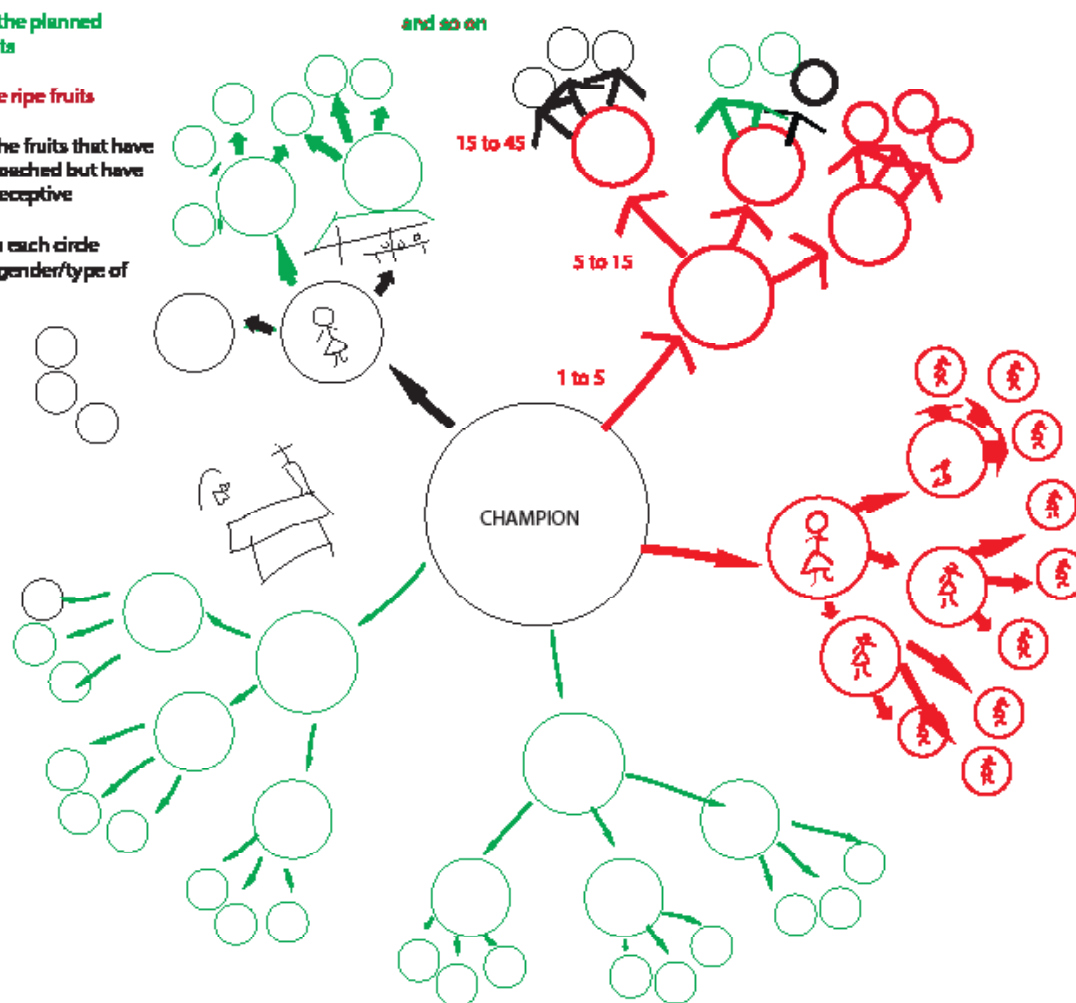
If champions reach more people in the first round through for example sharing in savings and credit groups, groups meeting after mosque or other religious events or through schools, then with the same process of on-sharing, the numbers directly and indirectly reached by each champion can be even greater.

Green are the planned
unripe fruits

Red are the ripe fruits

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

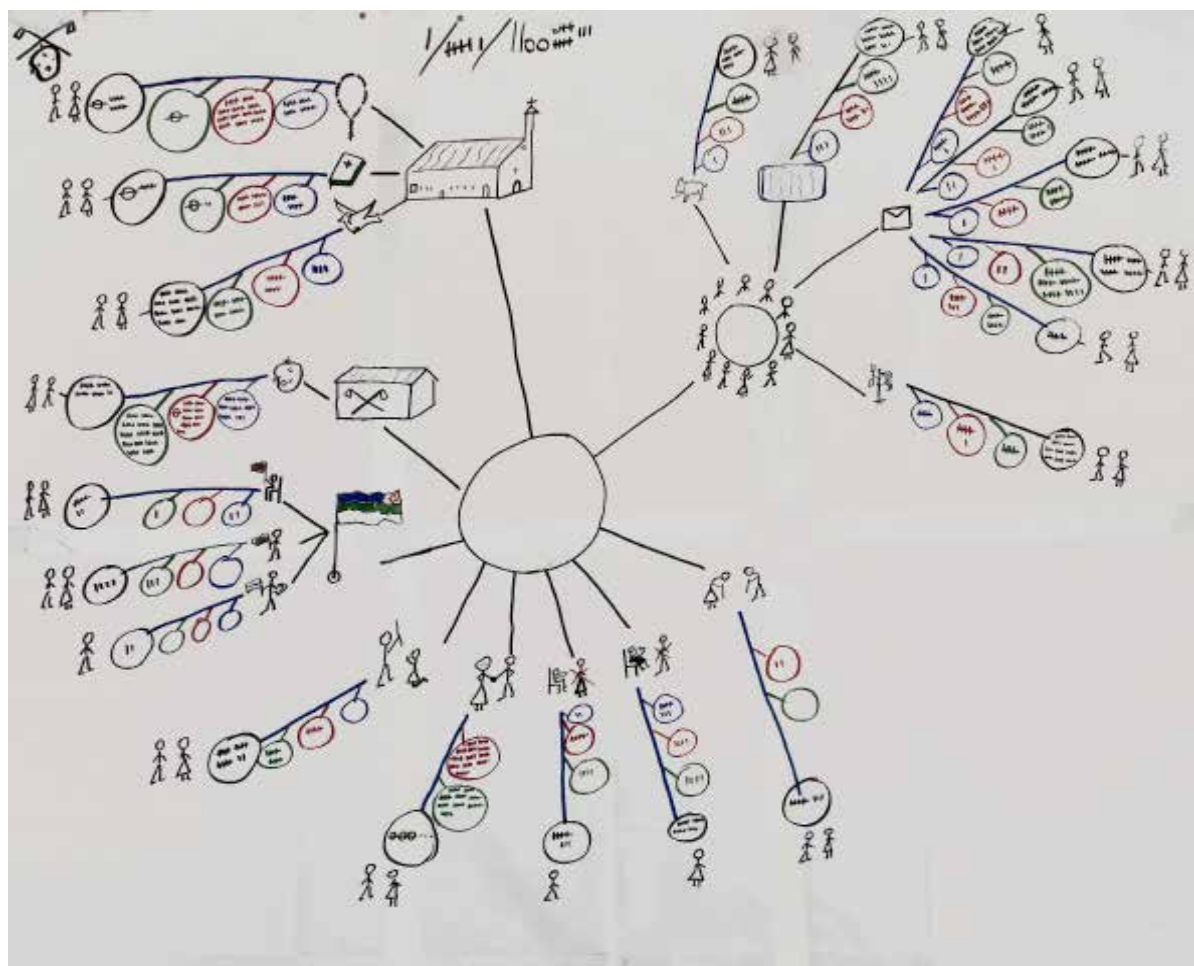
Symbols in each circle
represent gender/type of
person



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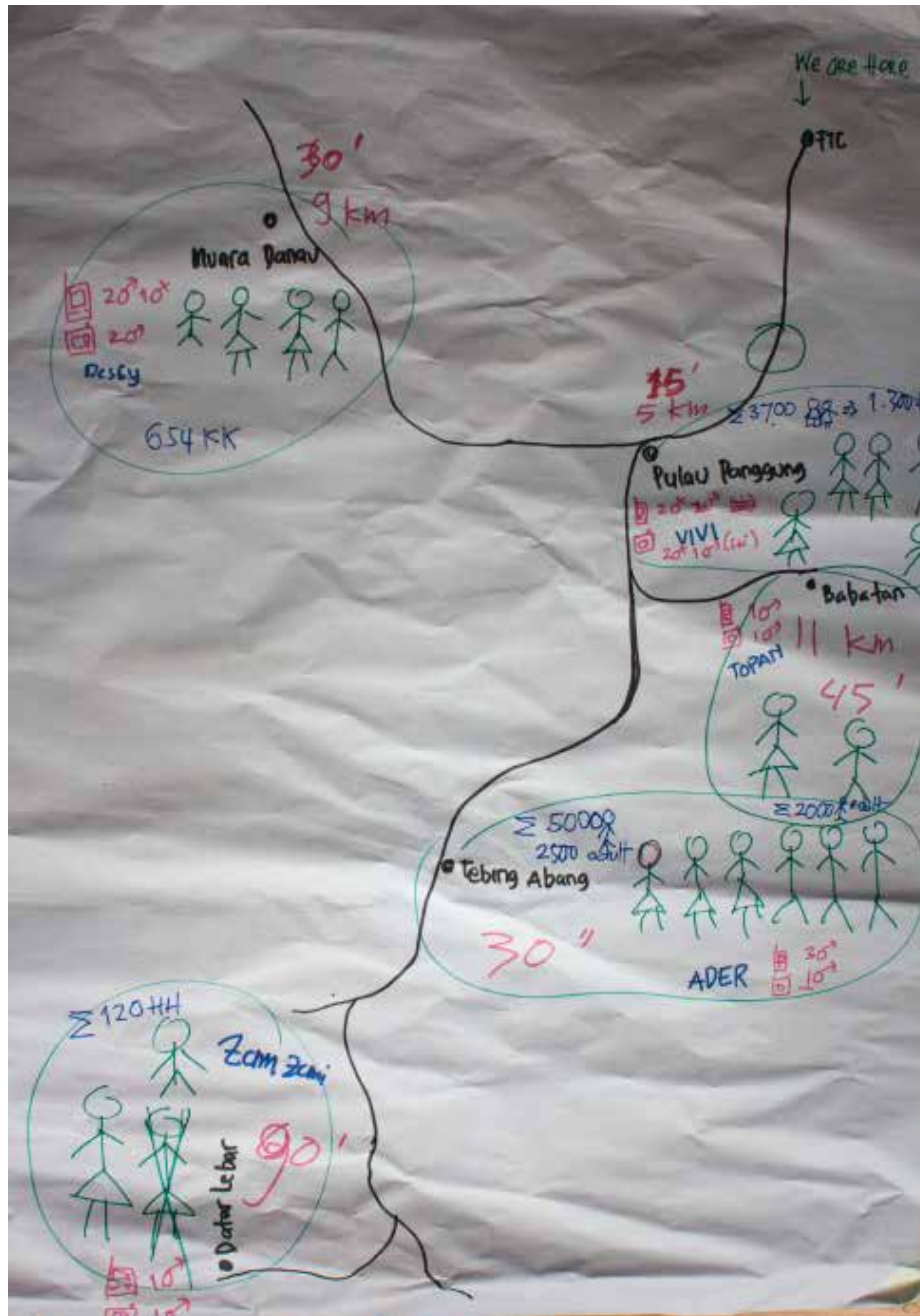


Leadership
Tracking
Spider Map
Sample
diagram



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.

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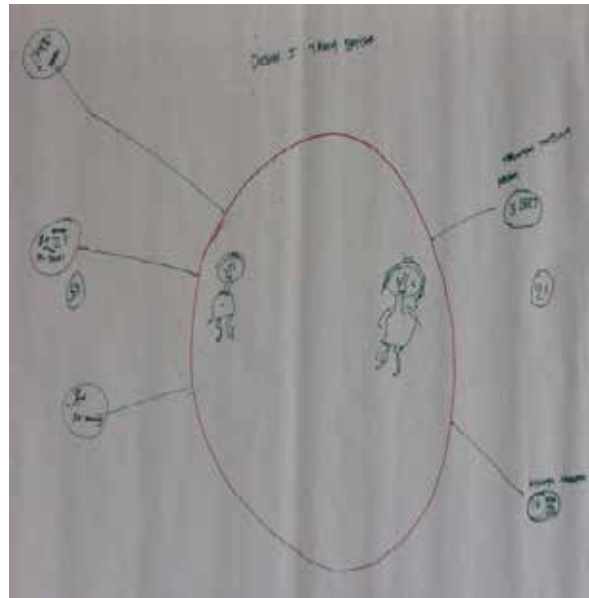
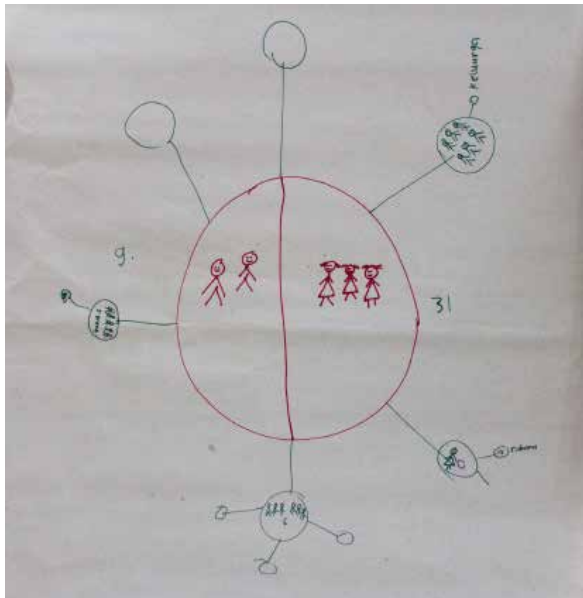
Village outreach plan in Semendo for farmers participating in the Catalyst Workshop. Showing estimated number of households or total potential outreach in each village, and rough direction and distances to travel.. Onto this diagram could be added the other villages in between where peer sharing could 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		total	average	DAY	DATE
	f	m	f	m				
Muara Danau	2	2	26	30	56	16.5	MON 9am (± 2H)	min. 10 0' 0"
Pulau Panggung	3	3	31	9	40	10	WED 9am (± 2H)	min. 10 0' 0"
Babatan	1	1	21	57	78	10.3	SAT 09.00am (± 3H)	16 April 10-15 0' 0"
Tebing Abang	3	3	16	19	25	4.10	SUN 9am (± 2H)	min. 10 0' 0"
Datar Lebar	1	1	21	21	42	21	TUE 9am (± 1H)	min. 5 0' 0"
TOTAL	10	10	105	136	241	12.05		

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Group output
commitments
from the semendo
farmers

