

30 Day Coalition Building Challenge

The 30-Day Coalition Launch

Week 1: Energy Mapping

- List all staff
- Assess energy for your focus
- Identify influence patterns
- Find energy + influence overlap

Week 2: Individual Conversations

- Meet 1-on-1 with candidates
- Share specific vision
- Ask about genuine interest
- Listen to concerns

Week 3: Coalition Formation

- Send formal invitations
- Hold first meeting
- Create charter together
- Make first commitments

Week 4: Early Action

- Each member experiments
- Share learnings
- Recruit one other person
- Celebrate early wins

Success = Coalition formed with 8-12 energized, influential members taking real action

Your Next Action (Choose Based on Your Context)

If Your Leadership Team Isn't Working:

Tomorrow: Stop fighting it. Map energy and influence. Build parallel coalition.

If You're New Leader:

Tomorrow: Don't fill positions yet. Spend month identifying real influencers.

If Change Keeps Stalling:

Tomorrow: Check your coalition composition. Do you have energy vampires? Position without influence?

If You're Not Principal:

Tomorrow: Build coalition anyway. Energy and influence don't require position.

If Everything Feels Stuck:

Tomorrow: Find 3 people with energy. Meet off-site. Start something.