Poster Ideas for Leadership Awareness Campaign

The slogan of the poster campaign is simply “Lead on” to reinforce with no ambiguity that the message for Waltham School staff is to begin/and or continue to take on leadership opportunities. From that initial message, there are 5 potential “calls to action” that define a teacher leader.

Lead on with Data

Lead on Collaboratively

Lead on Confidently

Lead on with Focus

Lead on with Humility

At the top of each poster is the bold headline of “Lead on” featured in a prominent, powerful font. Slightly askew to the right is one of the descriptors of effective leadership. This is done in a smaller, softer font to offer the more personalized aspects of leadership.

In each poster is a large photograph illustrative of the concept of leadership promoted. There is also a brief explanation and encouragement to adopt the message. The photographs are of a variety of people, ages, races, representative of the faculty’s diversity.

The background color of the posters varies to emphasize that there are different posters with different ideas. The colors are also bold to reflect the boldness needed in leadership roles. The layout of each poster is similar, but not exact. This is to reflect how leadership characteristics are similar among people, but there is not one cookie-cutter approach.

In the text box, a quote from a familiar figure is there to enhance the essential message. The text box goes on to explain why that leadership characteristic is important. Also in each text box, the work you or your is in bold to emphasize the applicability to the reader in the target audience.

Lead on



*It is a capital mistake to theorize before one has data.*

[***Arthur Conan Doyle***](http://www.brainyquote.com/quotes/quotes/a/arthurcona131991.html)

Feelings are what happen after you eat spicy food or watch a sad movie. Make sure your ideas are supported by evidence, patterns, or data, before you jump in.

Lead on



*Leadership is a matter of having people look at you and gain confidence, seeing how you react. If you're in control, they're in control.*[***Tom Landry***](http://www.brainyquote.com/quotes/quotes/t/tomlandry154665.html)

When **you** believe in the project, others will too. Be courageous, efficacious, and willing to take risks.

 Lead on



*You don't lead by hitting people over the head - that's assault, not leadership.*[***Dwight D. Eisenhower***](http://www.brainyquote.com/quotes/quotes/d/dwightdei135290.html)

When you speak up, chances are others will be intrigued also. Engage them in your journey. Work with their ideas, energy, and efforts. More people on board gives the project more life, more credibility, and more hands to do the work!

Lead on



*Leadership is unlocking people's potential to become better.*[***Bill Bradley***](http://www.brainyquote.com/quotes/quotes/b/billbradle173567.html)

Have a clear vision for what you want to do keeping in mind that the ultimate goal is always improved instruction for learners. It doesn’t mean you have to practice tunnel vision. Just don’t take **your** eye off the ball!

Lead on



Humility is not thinking less of yourself, it's thinking of yourself less.
[**Rick Warren**](http://www.brainyquote.com/quotes/quotes/r/rickwarren395865.html)

“I can do it myself” is the chant of a toddler. Effective leaders know that they don’t have all the answers. **You** not only welcome people’s ideas and help to reach the goal, you actively solicit them.