

My Leadership Portfolio

For this chapter's entry into your leadership portfolio, record any creative or innovative idea you have had lately in relation to organizational activity, including school. After recording the idea, ask yourself what prompted you to develop it. If you have not contributed a creative idea recently, your assignment is to develop a creative idea within the next ten days. If possible, make plans to implement the idea; otherwise, it will not lead to innovation. Here is an example of a creative community initiative taken by Alexis, a marketing major:

In my neighborhood, there is a ten-story high-rise building. Practically all of the tenants are senior citizens who live on limited pensions. Some of the folks in the building are in their eighties or even their nineties. The building is old and not particularly warm, especially for people with poor blood circulation. I've often heard friends and family members say that we should do something to help the seniors in the high rise, but nobody seems to go beyond expressing a little sympathy.

Then I got a brainstorm. I thought, "Why not organize a 'Socks for Seniors' program?" My friends and I would buy dozens of pairs of socks that usually sell for about \$4.00 a pair from deep discounters like Dollar General. We could raise some of the money by returning bottles and cans with deposits. A few friends of mine made a bunch of phone calls, and we raised \$200 in no time for our project. Then, one cold night, we visited the high rise, rang a few doorbells, and told the residents what we were up to. We were allowed in to start distributing the socks. The smiles and words of appreciation we received were enormous. My idea is so good, I plan to do it every year. My friends are with me, and we think that if we post this idea on a website, it might spread around the country.