



Re-Imagine High School Leadership

chickfilaleaderacademy.com

Chick-fil-A Leader Academy™ is a national high school leadership program focused on impact through action. The world needs more leaders who impact their local communities, and we believe high school students are the answer!

In partnership with Chick-fil-A, Inc., ADDO created Chick-fil-A Leader Academy to bring a fresh approach to leadership and empower young people to make a difference.

ADDO (Latin for “inspire”) is a service and leadership development organization. Founders Kevin Scott and Garrett Gravesen have spoken to and developed leaders on six continents from more than 100 countries.

2016 OUTLOOK



600
communities across
America involved



18,000
students and
teachers involved



1,000,000
people impacted
by students



What difference
will you make?

LEARN AND LEAD

Many leadership programs focus on only the “learn” part, transferring information through speakers, seminars and books. The result is often short-term motivation and long-term frustration. Chick-fil-A Leader Academy is unique. It provides opportunities for action with a focus on leadership skills and provides a platform through Impact Projects for students to lead.

IMPACTFUL FOR STUDENTS

Thirty selected students from each school participate in monthly Leader Labs using a unique web-based curriculum. With the guidance of a school-appointed teacher, these students learn principles and gain insights that allow them to involve HUNDREDS in their school in order to impact THOUSANDS in their community.

BENEFICIAL TO SCHOOLS

The \$4,000 program is fully-funded through generous sponsorships from local Chick-fil-A Operators, Chick-fil-A, Inc. and Coca-Cola. Teachers are equipped with a simple-to-follow plan and a highly interactive, action-based curriculum that engages and challenges students on their journey toward leadership growth.

“It’s a program that changes the way you look at leadership and what you think you can do.”

— Maggie, 9th grade Chick-fil-A Leader Academy student

IMPACT THROUGH ACTION

Students execute two service projects to strengthen their project management and leadership skills, culminating in an end-of-program Impact Project.



The Big Thank You service project challenges students to uniquely and publicly thank special people in their lives, and do it in a BIG way. Students have creatively thanked family members close by and service men and women far away.



Do Good December is a service project that emphasizes teamwork by asking students to split up into teams of ten to Drive, Do and Deliver during the holiday season. Together, students have planned toy drives, volunteer days, and delivered meals.



The Impact Project is the cornerstone of the program. Students apply the leadership lessons they have learned to create and execute a final Impact Project. From creating a special needs carnival to a senior prom for senior citizens, students have made genuine, positive impact in their communities.

HOW IT WORKS

Through a unique Engage-Expose-Equip approach, Chick-fil-A Leader Academy involves 30 students per school in a 7-month curriculum where they learn valuable leadership lessons, culminating in an end-of-program Impact Project.

- Seven easy-to-execute, web-based Leader Labs (one per month)
- Video-driven curriculum for fun, engaged learning
- Innovative technology combined with authentic teacher-student interaction
- An online portal for planning, scheduling, and program resources



YOU can be a LEADER HERE + NOW in HIGH SCHOOL

Chick-fil-A + ADDO

A NEW GENERATION... **LEADER ACADEMY** ...OF SERVANT LEADERS

CHICK-FIL-A

UNLEASH + UNLOCK the IMAGINATION of HIGH SCHOOL STUDENTS

7 LEADER LABS



- our approach:
- 1 Vision + Values
 - 2 Servant Leadership
 - 3 Teamwork
 - 4 Innovation
 - 5 Communication
 - 6 Impact
 - 7 Next

IMPACT through ACTION

student led **IMPACT PROJECT** student run



30 STUDENTS involve

100s in their SCHOOL to impact

1,000s in their COMMUNITY

2016 OUTLOOK:

600 communities across America involved



18,000 students + Teachers participating



1,000,000 impacted by students

