



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

WHAT IS CAUSE-DRIVEN LEADERSHIP®?

Cause-Driven Leadership® is YMCA of the USA's proprietary model of leadership, distinct from other leadership frameworks. Cause-Driven Leadership identifies the components for moving a cause forward to achieve significant and sustainable impact and to prepare people to pursue positive change in the world. There many worthy causes, and Cause-Driven Leadership can empower all of them.

In the Y, Cause-Driven Leadership includes...

- **Our cause:** At the Y, strengthening community is our cause. Every day, we work side by side with our neighbors to make sure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive.
- **Our drive:** We enthusiastically give our hearts, minds, and efforts to advance our cause. We are determined, nurturing, genuine, hopeful, and welcoming. We attract and engage others to further our cause, even in challenging circumstances.
- **Our leadership:** We encourage and equip people to contribute their talents to move communities forward together. We support people to:
 - advocate for their community
 - motivate and develop all community members to do their best work
 - succeed in their community-building efforts
 - constantly strive to be better leaders.

In sum:

Cause-Driven Leadership in the Y is about inspiring and mobilizing every community member and every Y staff member, program volunteer, board volunteer, and Y member—everywhere the Y has a presence—to make our communities stronger.

The Y's cause-driven leaders think, act, and communicate in a manner that strengthens community. **All that we do**—every decision, every action, with every person—**we do with our cause in mind.**