

BECOMING A SUCCESSFUL LEADER

💡 Have a **passion** for what you are doing, be **brave** and **courageous**; stand by your decisions and support your team

🌈 **Care** about the people you lead; if you respect and value your team, that will inspire others to care as much as you do

🎉 **Take people on the journey with you**

👏 **Empower** your team – you want people to enjoy what they do

🚀 **Employ the best people** - look for the talent you don't have and utilise their skills and knowledge

👏 Leadership is not 'one size fits all'

🌈 Remember the collective vision

💡 Listening is a sign of strength

💡 Reframe uncertainty as an opportunity to learn

🦸 Adaptation is the key to resilience

🛀 Take time to unwind

RUNNING SUCCESSFUL EVENTS

- 🌈 Have an overall vision for your event
- 💛 Establish what your objectives are early on
- 💡 Keep an open dialogue with your team
- 💛 Plan ahead – prepare a project plan and key milestones
- 💡 Consider how you plan to engage your stakeholders
- 🌈 Event planning is not just about the execution of your event but also how you build relationships
- 🎨 Good storytelling helps to build a connection with your supporters and make an impact
- 🐎 If working with a limited budget, be honest! Set your budget as if you are paying for everything, then look at where the opportunities are to get a reduced rate or better still, free!
- 🚀 Don't be afraid to ask people to volunteer their services; people are often willing to support a charitable cause

‘CREATE A PLAYGROUND’ – AIM TO BUILD AN EVENT THAT WILL EXCITE, ENGAGE AND INSPIRE YOUR SUPPORTERS.

‘BRILLIANT BASICS AND MAGIC TOUCHES’ – ENSURE THAT THE BASIC EXPECTATIONS OF YOUR EVENT ARE DELIVERED TO A HIGH STANDARD, SO YOU CAN CONTINUE TO ENHANCE IT WITH A MAGIC TOUCH APPROACH - ALL THE TIME INSPIRING YOUR AUDIENCE TO SUPPORT THE CAUSE



**MILLION
MAKERS**

DEVELOPING YOUR MARKETING STRATEGY

🌈 Who are you trying to engage? Establish your purpose

🦄 Know your audience – is your campaign speaking authentically to the people it is landing with?

💡 Leverage storytelling – make your campaign raw and personal

🤝 Create content which speaks directly to your audience

💡 Collaborations can be great for driving engagement and starting natural conversations with your supporters

🌈 Do your research – customer insight is crucial to delivering the right message to inspire your audience



**MILLION
MAKERS**

THRIVING UNDER PRESSURE AND BUILDING RESILIENCE

? Stay connected with your **WHY** when the **HOW** feels uncertain: use your purpose as an anchor in times of uncertainty

— Don't dwell on what you can't change: reflect on your challenges and focus on the problems that you can control

👥 Lean on your **support network**: talk through problems with your team and mentors. Use their perspectives to guide you, widen your viewpoint, and build you up

🗣️ Ask for Help: **Collaborate** with your mentors and team members to tackle overwhelming workloads

💡 Re-work the narrative: How can you **re-frame challenges** as opportunities to learn and develop?

🏆 Think Progress, not Perfection: Break down the big tasks, establish achievable milestones, and celebrate the small wins!

🌂 Focus on your **wellbeing**: set intentional boundaries, limit the noise, and continue to create protected times to rest, reflect, and recharge

HOW INCLUSION DRIVES IMPACT

💡 Create a **cultural agreement** - establish shared team values and behaviours to foster mutual respect and inclusivity from the start.

💡 **Lead with accountability** – take personal responsibility for ensuring inclusive practices and be open to learning.

🎉 **Intentionally consider** how you want everyone to feel genuinely **welcome** and **represented** in your space.

👉 **Prioritise accessibility** – work with your D&I networks to plan events and communications with accessibility in mind, from physical access to language and formats.

🚀 Gather **feedback** to help inform more inclusive future planning.

🌈 What other **heritage events** can you collaborate with to reach out to **other audiences** and promote **EDI**?

Lasting transformation happens when you sit with yourself and ask ‘**how can I change?**’

‘**Inclusion** should not be a **tick box exercise**’

MOMENTUM MATTERS

- 💡 **Plans change but your vision stays the same** - let go of your previous plans and be willing to move in a different direction.
- 💡 **Learn from your team and the process** - stay curious and open to growth through collaboration.
- 🎉 **Set the tone for your team** - a positive attitude will resonate and uplift your group.
- 💡 **Know your 'why'** – take time to understand the personal meaning behind your goals, this will increase your motivation and chance of success.
- 🚀 **Break big goals into smaller steps** - tackling smaller tasks makes the larger goals feel achievable and less overwhelming.
- 🌈 **Don't be afraid to ask for help** - we are all here to learn. Others may offer insights you haven't considered.
- 💡 **Your system matters** - success depends on both planning and consistent action - *'plan in motion and practice in action'*.

When progress isn't going your way:

- 💡 **What's making it harder than it needs to be?** Eliminate the obstacle.
- 🚀 **What's one new thing you can try this week?** Focus on a small activity that removes the pressure.
- 💡 **Who else has solved something like this?** Reach out to other teams or Million Makers Alumni to get their advice.



MILLION MAKERS

HOW TO MANAGE STRESS & RECHARGE

 **Identify Your Early Stress Signals** - don't wait until you're running on empty! Learn your personal stress warning signs and act before burnout sneaks in.

 **Make Rest a Non-Negotiable** - block out time in your schedule just for you, and keep it protected!

 **Check in with Yourself** - Give yourself time to pause, reflect on your energy level, and notice when things are getting too much.

 **Small Steps Build Resilience** - Find one thing that fuels you - whether it's a walk, music, journaling - and make it part of your routine. Small rituals yield a big impact.

 **Break It Down** - split big projects into bite-sized tasks, and tackle the quick wins first to build momentum.

 **Lean on Your Team** - speak up about what you need, and listen when others do the same. Communication is key.

Everyday Energy Habits

 **Do it now** - if it takes less than 3 minutes, tick it off straight away.

 **Stay aware of your tone** - notice how your stress or mindset can influence the team.

 **Notice your battery** - spot the signs when your energy's running low and take steps to recharge.

 **Power in the Pause** - don't rush to say yes; take a moment to think before you commit.