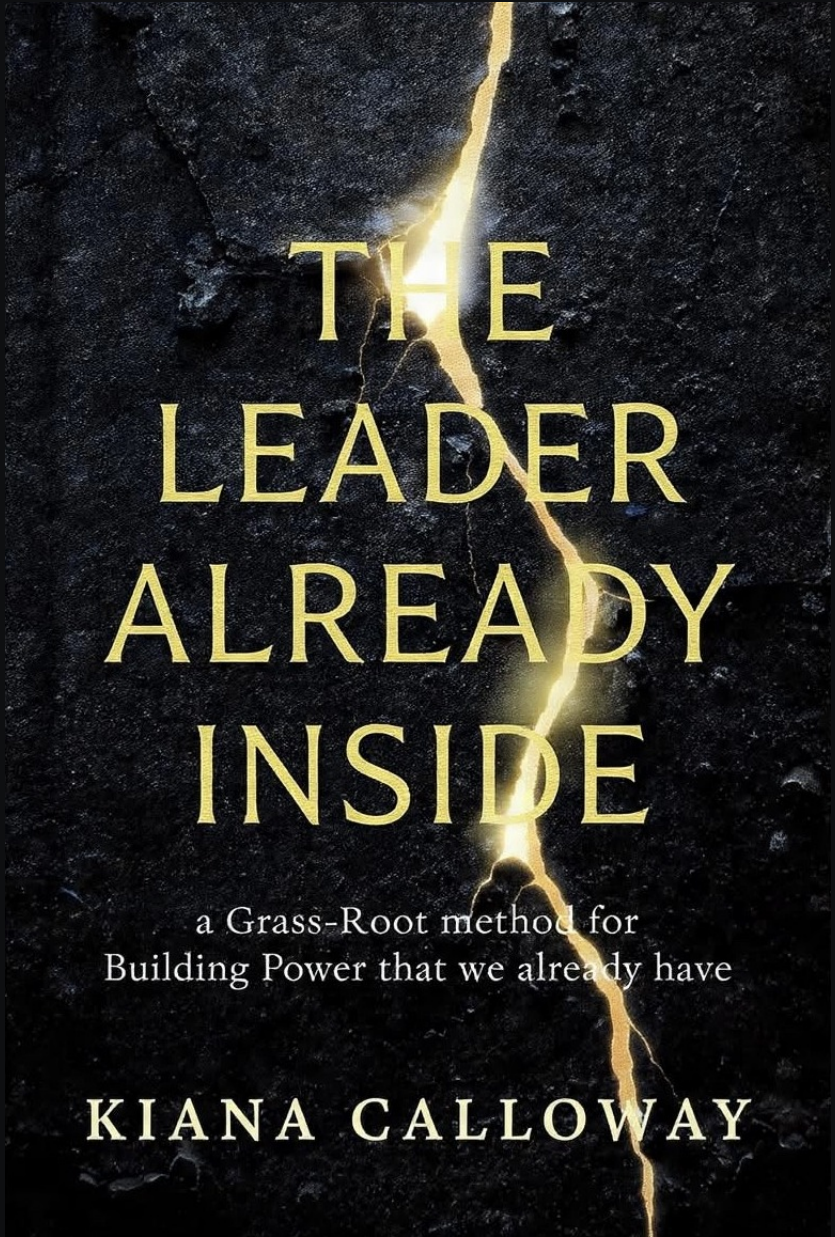




THE LEADER ALREADY INSIDE

a Grass-Root method for
Building Power that we already have

KIANA CALLOWAY

PROGRAM OVERVIEW · GRASSROOTS LEADERSHIP CERTIFICATION

Leadership isn't something you hand people. It's already there.

NOBODY HERE WAS EVER EMPTY

Most leadership programs walk into a room of people who have already led, through survival, through holding families together, through keeping each other alive on the inside, and start teaching from zero. *The Leader Already Inside* starts somewhere else.

Directly impacted people do not need to be taught how to lead. They need a structured, trusted space to notice the leadership they have already built, often without anyone ever telling them it counted. This program is that space. It does not install something new. It clears away the idea that you were starting from nothing.

The method grew out of more than a decade of organizing in Louisiana: voting rights restoration, fair chance employment and housing, the campaign to end non-unanimous juries, and the fight to end solitary confinement. It stands on the work of Paulo Freire's popular education, Dr. Shawn Ginwright's healing-centered engagement, and the Asset-Based Community Development model of John Kretzmann and John McKnight.

“The goal was never to wait until someone is fully healed before telling them they can lead. The goal is to prove, on the hard days as much as the good ones, that the leader was already there.”

— Kiana Calloway, *The Leader Already Inside*

WHO IT'S FOR

Organizations, coalitions, and campaigns that want to grow leaders from within their own base, especially leaders who are formerly incarcerated, system-impacted, or carrying the weight of what they survived to get here. The program is built to work even on the days survivor's guilt, social anxiety, or old triggers show up in the room. Nobody has to arrive healed to be recognized as a leader.

HOW IT WORKS

LOW-LIFT, HIGH-TRUST

Low-lift, because the core practice in every session is only twenty minutes, short enough that it never competes with the real organizing work waiting outside the room. High-trust, because those twenty minutes are never a lecture. They are reflection: a silence practice, a piece of journaling, a story told out loud and witnessed without being fixed.

12 MONTHS	7 PHASES	45 MINUTES A WEEK	6–10 LEADERS PER COHORT
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THE WEEKLY RHYTHM

Every session follows the same 45-minute shape, so people stop spending energy on the format and start spending it on the work the format holds.

5 min	Arrive	An honest check-in.
20 min	Practice	The phase's core reflection practice.
15 min	Debrief	The group talks through what it brought up.
5 min	Commit	Each person names one commitment for the week.

THE CERTIFICATION

A year of practice does not end in a test. It ends in a certification built on consistency and honest reflection: steady attendance, a short check-in at the close of each phase, and a Legacy Letter written to whoever leads after you. Nobody is certified in something new. They are recognized, formally, for something that was already true the entire time.

The program does not replace technical skills like legislative process, budget literacy, or media training. It builds the foundation that makes those skills land faster: a leader's trust in their own judgment.

SEVEN PHASES, ONE YEAR

Each phase runs about six to seven weeks, with one twenty-minute practice a week. The facilitator's job in every phase is the same: resist the urge to fix, teach, or redirect. The practice does the work.

PHASE	FOCUS	CORE PRACTICE
01	Foundations of Self A working map of your own patterns, and of what you survived that never got called leadership.	Strengths Inventory
02	Reflective Awareness Rebuilding the muscle of noticing for people trained by circumstance to react fast and reflect never.	One-Line Daily Journal
03	Lived Experience as a Leadership Asset Turning private knowledge into something you can say out loud, in a room that might not agree.	Two-Minute Story
04	Holding Space for Others Sitting with someone else's hard story without needing to fix it, top it, or rush past it.	Listening Triads
05	Discernment Knowing which fights to take, which rooms to walk into, and which invitations are worth the cost.	Weekly Decision Review
06	Boundaries Making the case, in practice, that sustainable leadership requires limits.	Capacity Map
07	Vision and Legacy Pointing a year of growth forward, toward what you want to build and hand off.	Legacy Letter

THE SAME METHOD, AT COMMUNITY SCALE

The personal curriculum and the community organizing method share one architecture. A leader who has mapped their own strengths maps a community's assets more honestly. Someone who has learned to trust their own judgment recognizes real capacity in people the world has written off. So graduates carry the work outward through five moves of asset-based organizing.

1	Map assets, not needs The Asset Walk: name what already works on every block, using only what residents name themselves.
2	Build relationships between assets The Introduction Meeting: food, no campaign ask, just people learning what each other already does.
3	Mobilize around a shared issue The Priority Session: the community, not the funder, names the one fight worth moving on together.
4	Convene an ongoing body The Standing Table: a monthly meeting that exists whether or not a campaign is running.
5	Leverage outside resources The Resource Audit: the table decides which outside help to accept, and what it would cost.

Move at the speed of trust, not the speed of the calendar. Campaigns that skip straight to outside resources are the ones that disappear when the grant runs out.

THE SHOULDERS IT STANDS ON

Robert L. “Bob” Woodson, Sr., whose life proved that the people closest to a problem are closest to its solution. Dorothy Mae Taylor, who showed what nerve looks like in public life. Norris Henderson, whose sentence sits at the center of the method. And Dr. Ronnie Moore, Kiana’s mentor and a CORE organizer in 1960s Louisiana, who lived every phase of this curriculum before it had a name.

YOUR FACILITATOR

MR. KIANA CALLOWAY

Kiana Calloway is an organizer, solitary survivor, author, and filmmaker from Harvey, Louisiana. He organized on the campaigns behind Act 636 of 2018 restoring voting rights, fair chance employment, and the 2018 amendment ending non-unanimous juries. He is President of the Impacted Solitary Survivors Council, founder of Project Detour, and Research Coordinator at the Jesuit Social Research Institute at Loyola University New Orleans, where he trained with the ABCD Institute. He is a graduate of the W.K. Kellogg Foundation Community Leadership Network.

WAYS TO BRING IT TO YOUR ORGANIZATION

WORKSHOP

\$1,500

starting at

- A half-day introduction, up to 30 people
- The belief and the 45-minute rhythm
- A live Strengths Inventory practice
- A take-home one-page practice guide

MOST COMPLETE FULL CERTIFICATION

\$15,000

starting at, per cohort

- All 7 phases over 12 months
- Weekly 45-minute sessions, in person or virtual
- A cohort of 6–10 leaders
- Phase check-ins, Legacy Letters, and a certification ceremony
- The companion book for every participant

TRAIN-THE-TRAINER

\$8,000

starting at

- Prepares 2–4 of your staff to run it in-house
- A facilitator intensive with Kiana
- Phase-by-phase facilitator guide
- Monthly coaching calls during your first cohort

Community rate. Grassroots groups led by directly impacted people can ask about a reduced community rate. Travel outside the Greater New Orleans area is quoted separately.

Ready to build the room?

Email project.detour17@gmail.com or call (504) 458-1358 to plan your cohort. · kianacalloway.com