



**HOW CAN A LEADER
PLAN AND EXECUTE
QUALIFIED ACTIONS?**

MODULE 02



Material property of V2V, Bruno Barcelos, and Danusa Coutinho licensed for Alpargatas for the exclusive use of its volunteer program.

Its reproduction for outside purposes is prohibited and subject to to impunity as stated in the copyright legislation.

Penalties do not apply to exceptions authorized by authors when consulted by: contato@v2v.net



What is understood as dialogue

"Dialogue is an absolute experience of relationships, so real, that it is capable of provoking transformations. In dialogue, all beings place themselves in front of others

RESENDE & KAMEL; 2006



All action plans must start with dialogue

Volunteer intervention in the community must be conducted through intentional and open relationships with all actors involved - committee, volunteers, and communities - to align ideals and interests in a dynamic relationship.

"Combatting poverty and social exclusion is not transforming people and communities into passive beneficiaries of welfare programs, but instead strengthening their capacity to satisfy needs, solve problems and improve their quality of life."

RESENDE & KAMEL; 2006

Steps towards qualified dialogue

PURPOSE

Define dialogue's intention

EQUITY

create adequate conditions for a good relationship where all parts can speak

LIMITS

create an instrument of postures to value ethical attitudes

NURTURING

define a group format that allows for new members

CONFLICTS

establish conditions to resolve conflict

VALUING

value all parts, actors, culture, and what they can offer to others

COLLECTIVE DECISIONS

share decisions that involve all interested parts

CONTACT WITH REALITY

value member participation in other social forums

PROMOTE RECIPROCITY

promote the exchange of constructive dialogue

AUTHENTICITY

strive for authentic dialogue with senses and experiences

Optional: Tool for more depth in dialogue

To deepen your understanding of dialogue, we've created a specific tool for that, [click here](#) and find out more.

Did you know?

According to the last Brazil Volunteering Survey - 2021

the main activities carried out by volunteers are:

41% - capture and distribution of resources;

16% - meal prep;

10% - qualified service assistance.



By the same survey, in the vision of 69% of volunteers, brazilians feels they do less than they should and could promote more volunteer activities.



Planning for qualified volunteer actions

Each volunteer action must leave a positive, educational, and constructive mark.

For that, it is important to plan!

3 steps for planning qualified volunteer actions:

- 1.** Organize a plan or script of activities;
- 2.** Determine a set of procedures and actions for the realization of a certain project;
- 3.** Program yourself! Dedicate time to consolidate your ideas in a sequence of coherent steps.



To act within a social reality you must know what the community already has

In any social area where the action is developed, you must take into account the existing facts about the community. See their reality, interests, and aspirations of those to be benefitted. Find out what is missing and what are their needs and potential.

**Which aspects can
be changed through
volunteering?**

**Which areas can
be improved?**



Axes for a plan of action

1. Context Analysis

Interpretation and mapping of circumstances involved in an action.

2. Actor identification

Those with an active role in some part, to whom information is due; people or institutions who will be a part of the process; who compose the relationship web.

1. Context

How to get to know certain realities?

5 questions can help realize and analyze the environment prior to a volunteer action:

- 1** What are the characteristics of the community or institution that will act?
- 2** What are the main problems?
- 3** In the hierarchy of problems, which ones are directly related to the volunteer action to be developed?
- 4** What are the existing local forces and potential opportunities?
- 5** What is the historical data of the local culture?

How to map out the context

Internet searches:

- ▶ General news;
- ▶ Demographic data;
- ▶ Economic data;
- ▶ Environmental data;
- ▶ Educational data.

And more:

Meetings with ngo representatives and community leaders.

Conversation rounds with the public to be benefitted.

A breakfast with the community to find out more about their strengths and potentials.

Chats with other agents (companies, suppliers, etc.) who act in the community or institution.

2. Actors

Who are the actors involved in your volunteer action?

The actor identification contributes to the verification of existing experiences in the environment. People or institutions who can be your partners, adding strength to reach desired results.

- 1 Who are the people the volunteer will have to get involved with?
- 2 Who are the beneficiaries?
- 3 Who is the institution coordinator or community leader?
- 4 Who is responsible for managing the volunteer program at Alpargatas?
- 5 Are there other partners developing social actions in the community, such as NGOs, volunteers, public sectors, or other companies?





Did you know?

"The didactic game is a ludic, interactive, and structured activity that facilitates a dynamic of exchange and collective skills, by way of concepts, scenarios, and actors that represent real-world problematics in the implementation of volunteers actions within a company."

(Meré Rouco & Resende, 2003)

Thus, it is now action time! We've presented a game for you play alongside partners, to make this planning process more dynamic, pleasant, creative, and transformative.

Source: A ESTRATÉGIA LUDICA: JOGOS DIDÁTICOS PARA A FORMAÇÃO DE GESTORES EM VOLUNTARIADO EMPRESARIAL - JOSÉ MERÉ ROUCO & MARISA SEOANE RIO RESENDE, EDITORA PEIRÓPOLIS, SÃO PAULO, 2003.

Next Steps



Apply the module 2 game along with other volunteers and gather your team with a pleasant and instigating dynamic

Access the MATERIAL



Watch the explanation video available on the platform

Other available materials

Read the text:

"Good intentions & unpreparedness: dealing with nonsensical attitudes in volunteering"

See the characteristics to become a more alert and assertive Leader!



Ebook 1

**Champion profile of
a Local Leader**



Ebook 3

**Time to define the activities
and get to work**





Bruno Barcelos

Sixteen years of experience in management, execution, and consulting of projetos in public and private sector companies, in ESG, Sustainability, Private Social Investment, and Volunteering in Brazil and Europe.

Facilitator in organization processes under the antroposophic optics, and experience with mentorships, trainings and in-company workshops for the strategic, human, and social development.



Danusa Dias Reis Coutinho

Mentor in Corporate Volunteering Strategic Management and ludic methodology. Master in administration with a focus on Shared Leadership towards Sustainability.

Specialist in leisure, social management, and mental health with over 20 years of experience as a consultant, CSR professor, volunteering, and related themes.



Over 20 years helping big companies generate positive social impact by way of collective construction, empathy, and social protagonism, connecting volunteers in over 25 countries. More than 11 million people were already benefitted by the more than 55 thousand social actions registered on the network..