



### 3 Simple Steps

**Step 1 – Interviews of the world's Academic, Research, Social Entrepreneur, and Innovation Leaders.** Nobel Laureates, Chief Executive Officers, MacArthur Fellows, Guggenheim Fellows, Social Entrepreneurs, and Alfred P. Sloan Research Fellows are interviewed, based on a standard interview protocol related to their core profession. This process will be recurring and take place annually. Interviews begin in the Fall of 2007.

**Step 2 – Interviews of Leading Undergraduate, Graduate Students, and Post-Doctoral Fellows.** It is anticipated that portions of all interviews will contain terms that are potentially new to undergraduates and high school students. Thus, after all interviews are captured, we bring in exceptionally talented undergraduates, graduate students, to identify specific terms and phrases potentially needing further explanation for the targeted audience (Grades 9 – 12 and undergraduates). We capture these explanations via a similar process as the initial 30-minute interview. A second round of interviews also cover issues related to [college access](#) in order to better inform first generation college students.

**Step 3 – Immersing Teachers, Teaching Teams, and Leadership Teams (Academic Year and/or Summer Fellowships).** We form partnerships with [entire cities](#) via simple service learning bridges that mobilize a region's chamber of commerce, school district, and respective universities to apply our strategies so that classroom teachers and students benefit.

**The Result.** A free on-demand, new media library of the world's leaders, supported by additional student-based tutoring and classroom teacher applications.

*This library will be accessible through any digital medium, ranging from the internet to multimedia cell phones and mp3 players. Thus, all information will be on-demand and adaptable to whatever communication tools become prevalent in a knowledge economy.*

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[Learn more about our team!](#)

## Our Interview Standards



To provide additional information regarding our interview design, the following interview standards are presented for your review. We are committed to strict adherence of the standards identified below:

1. Our sole focus is to provide non-profit executives with a greater opportunity to share the implications of their work and organizational philosophy in support of providing innovative training for the future leaders, innovative researchers, and social entrepreneurs of tomorrow's world, today.
2. The only effort required of the non-profit executive is to describe and provide insight regarding the existing and future implications of their organization's outreach.
3. All interviews will remain the property of the non-profit and will not be posted on any website affiliated with Sage Leadership Partners, Inc., without the express written consent of the non-profit organization.
4. All interviews will be recorded strictly through the use of audio, **no video will be recorded.**
5. All interviews will be recorded in on-site settings of the non-profit's choosing.
6. All interviews will follow the same interview protocol and all organizations will be provided with the exact questions **at least two weeks** before each scheduled interview.

## For Non-Profit Executives

### Interview Protocol



1. Could you begin by stating the name of your non-profit, when it was founded, and provide a general overview of its scale of outreach (local, regional, national, international)?
2. What are the major policy areas which your non-profit hopes to influence and at what scale does your organization aim to influence change?
3. Which non-profits do you consider in your peer group, in regards to focusing on the same type of public policy issues at the same relative scale (local, regional, national, international)?
4. What is your organization's philosophy in regards to facilitating major social change? What are some strategies used to ensure this philosophy is maximized via project selection and implementation?
5. What criteria does your organization use to determine if a particular project or partner is a good fit in support of your mission? Is there a place for newly considered ideas and/or innovation within considered projects?
6. What does the organization envision as it's biggest challenge in it's effort to create systemic change, using a single project as an example?

7. What are the different ways in which your organization collaborates with other communities and/or stakeholders? Could you share a couple different examples of such collaborations? What are some positive lessons learned?
8. What advice does your organization have for emerging social entrepreneurs focused on similar areas of public policy and social change?
9. Are there specific lessons which your organization feels could benefit emerging student leaders or social entrepreneurs interested in similar issues of public policy?
10. What are your organization's goals in regards to continuing to improve it's implementation, results, and outreach?
11. Is there a particular success or "organization win" which may have not received as much press, but of which you are particularly proud? How has your organization continued to build upon this success?
12. What are a few internet search words that students might find helpful in researching specific projects related to your organization's work?