

4-9-2010

# Social Welfare Leadership Lessons from the Obama Campaign

Betty Brown-Chappell

Eastern Michigan University, [bbrownch@emich.edu](mailto:bbrownch@emich.edu)

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## Recommended Citation

Brown-Chappell, Betty, "Social Welfare Leadership Lessons from the Obama Campaign" (2010). *Social Work Faculty Scholarship*. Paper 1.

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Social Welfare Leadership Lessons  
from the Obama Campaign

Betty Brown-Chappell, PhD, LMSW, MSW  
Eastern Michigan University

Mark A. Wheeler, BSW  
Eastern Michigan University

Presented at  
NASW-MI Annual Conference 2010  
April 9, 2010  
Dearborn, Michigan

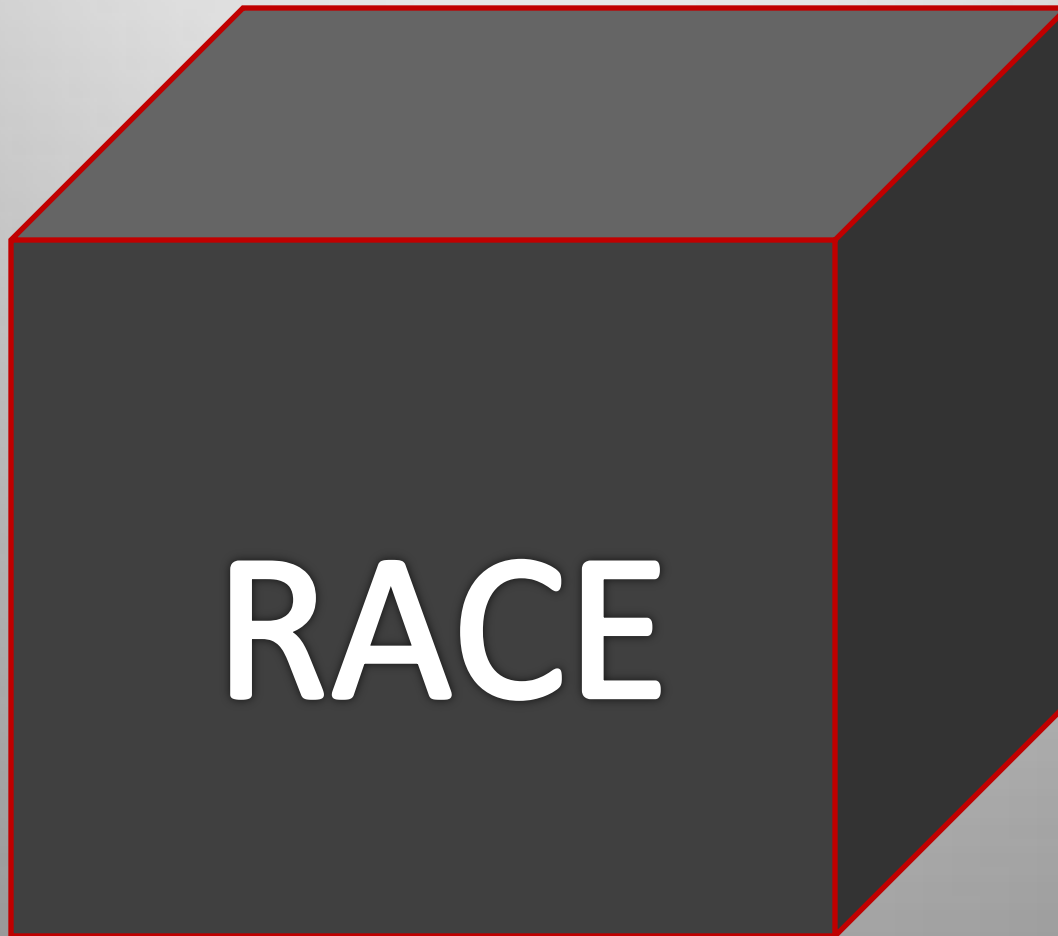
# Lesson #1



That Vision  
Thing



# Lesson #2



# Lesson # 3

## A message of hope and change!





## Lesson #4

“A penny saved is a penny earned!”



## Lesson #5

Management of technology, staff,  
volunteers & physical space.



# Lesson # 5



## Management of the Media

The Presidency  
of the United  
States of America

=

**AN  
EXCLUSIVE  
CLUB**

## LESSON # 6

Washington

Jefferson

Lincoln

Grant

Roosevelt

Truman

Johnson

Nixon

Kennedy



Carter

Reagan

Eisenhower

Hoover

Clinton

Ford

Hamilton

Jackson

Obama

# Lesson # 7

Choose your enemies wisely!



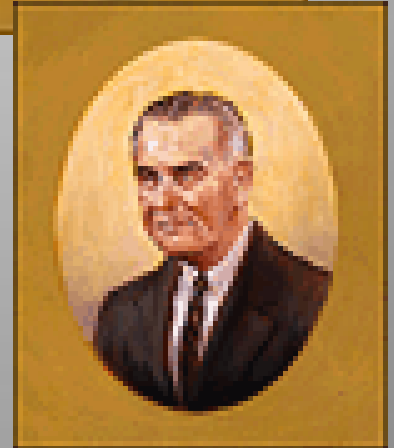
# Lesson # 8

No drama Obama

The Presidency  
of the United  
States of America

=

AN  
EXCLUSIVE  
CLUB



Implications for social welfare  
leaders.