



Session 2 Preparation Guide
Executive Director's Role in Program Innovation & Design

Wednesday, July 16, 2025

[Zoom Link:](#)

<https://us06web.zoom.us/j/85895258941?pwd=1vPRbnJMR0qY5xasjrZatZU8i2upeP.1>

Our next session will be on **Wednesday, July 16th, from 10am to 1pm Pacific**. **We will meet via Zoom** (see above for the link), This session on understanding the Executive Director's Role in Program Innovation and Design will be taught by [Martina Cucullu Lim](#), a former Executive Director with approximately 10 years of program innovation and design experience in the California legal services sector.

Training Objectives:

During this training we will explore what it means to work intentionally on three levels (tactical reality, strategy, and mission/purpose) and how that may impact your leadership style and/or role with respect to strategy and innovation. We will also briefly explore five theories of change in the legal services sector. You will have the opportunity to dive deep into a case study and explore executive leadership during times of crisis, identifying and creating alignment, and evaluating the role of organizational identity and community accountability in program innovation and design. At the end of the training, you will have an increased awareness of you and your team's default levels of working when working intentionally and the various theories of change. Finally, you will have a better understanding of how to identify and execute your role in program innovation and design at your organization.

Prior to this session, please:

1. Read and Review [Community Agreements](#) (2-4 minutes)

[Strategic Leadership Community Agreements .docx](#) *Reflect on which 2-3 (besides Confidentiality) you want to focus on or lean into during the session together because it may be challenging for you, important for you, or something that would benefit the group and yourself the most.*

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2. Watch [Measuring your social impact: Theory of Change](#) (2-3 minutes)
3. Review [5 Theories of Change - Legal Services](#) (2-3 minutes)
4. Familiarize yourself with and be prepared to discuss the [Community Legal Bridge Case Study](#) (7-9 minutes)