



California County President Training - Sacramento May 4, 2008 By Dianne Fenyk, AMA Alliance President

For me, working with county leaders is as good as it gets! I'm delighted and honored to have the opportunity.

Explain PRISM

- All look at same thing ...
- All see something different even though looking at the same thing.
- Some of it has to do with where you are coming from (in this case, different areas of the room but you know what I mean...)
- Part is perception of what you see
- We all may work toward the same goals, but we may get there differently.
- As leaders, you will experience this type of diverse vision from each of your members especially your Board members!

LISTENING

Greatest asset of a leader is listening. Not just hearing, but true listening.

- Listen to, and value, what others say.
- Listen for ideas - not just words .
- Listen without judgment.
- It's perfectly ok to disagree.
- Focus solely on listening to the other person -
- Do not spend your time planning your rebuttal.

EXPECTATIONS

- Make your expectations clear and ask questions to make sure you know what others expect of you.
- It's a good idea to paraphrase what they said, just to make sure you got it right!
- Limit your own talking - it's impossible to listen and talk at the same time!
- Communicate frequently.

DON'T MICRO-MANAGE

- As a leader, it's important to communicate frequently this doesn't mean to harass people by micro-managing, it means to keep them informed and to respond to them in a timely way.

CHECK YOUR EMAIL DAILY AND RETURN PHONE CALLS PROMPTLY

OFFER KNOWLEDGE FREELY AND ENCOURAGE OTHERS TO SHARE THEIRS.

- When we prudently share knowledge and experience to add to a discussion, help solve a problem, teach others and create a team attitude, we can strengthen the organization. Remember- the root of communicate means to "share."

FEEDBACK

One of the most effective communication tools a leader can use is to give feedback.

Effective feedback is timely, constructive, focuses on specific areas and should be given in a spirit of trust and cooperation - and it goes both ways! Leaders should both give and expect to receive feedback.

FIVE SOURCES OF MOTIVATION:

1. FUN

Some individuals are motivated by FUN.

To appeal to people motivated by fun, a leader needs to plan ahead:

- You set the tone - remain positive, upbeat, pay attention to others & make comments that have a positive effect on people.
 - Start meeting with social or build in fun time.
 - Hold fun, social events - include family
 - Organize special interest groups

- End meetings on a positive note

2. REWARDS

How many of you have promised your children - or yourself- a reward for a job well-done?

For people who are motivated in this manner, a leader needs to be prepared to give

- Prizes - like the prime parking space
- Plaques
- Be fair when rewarding volunteers

3. REPUTATION

To engage people who are motivated by REPUTATION, you need to:

- Give lots of feedback, appreciation
- Praise in front of others
- Credit everyone and tell of their value to the Alliance
- Give recognition with certificates, prizes
- Recognize at every meeting

4. CHALLENGE

Some individuals are motivated by CHALLENGE.

To work well with volunteers motivated in this manner, a leader needs to:

- Assign jobs that require skills & talents - match job to volunteer
- Find out what new challenges they want, help them develop more skills (invite them to attend LDC)
- Don't give mundane tasks
- Let them do the work without interference
- Let them structure their task how it works for them
- Delegate, delegate, delegate!

5. PURPOSE

People who believe in the organization and believe they are doing something for the greater good are motivated by the cause or PURPOSE:

- Consistently communicate the Alliance mission & vision and "why" we exist
- Communicate the purpose of the job and how it fits the mission
- Remind volunteers how their efforts make a difference and how their work fits into the bigger picture.
- Include these people in strategic planning so they feel they have a stake in the organization's outcomes.

HERE ARE JUST A FEW MORE WAYS TO MOTIVATE OTHERS:

- In addition to big meetings, hold small ones (committee meetings fit here) where work is actually done so people can feel part of a team instead of part of a huge group.
- Be clear about the mission.
- Make goals specific and measurable.
- Build a team - involve others in the planning process - don't just dump your vision on them! Solicit their ideas, listen with an open mind. Come to consensus on goals.
- Be a role model as someone who is willing to do the hard work - not just the glamorous jobs! People learn from example more than by being told what to do.
- Provide feedback, thanks, praise and celebrate in a timely manner.

EFFICIENT MEETINGS

- Send agenda ahead of time
- Start on time - respectful of everyone's time
- Be respectful of your bylaws and the quorum issue.
 - If this is a problem in your Alliance, consider changing change bylaws to "majority of those in attendance." By a certain number (no fewer than 5). Bylaws cannot be changed at whim of President - must be done by membership.
- Consent agenda-
 - If committee reports are there before hand, include In consent agenda
- Enough copies of financial report and other information for everyone
- Consider a fine for cell phone ringing.
- If someone dominates, say,

- "Thanks for your insight/input/ideas/comments ... "
 - then say "we haven't heard from so & so. What do you think?"
 - Or- "In order for everyone to have a chance to speak on the issue, "we'll limit each person to two minutes."
- If need be, use parliamentarian as timekeeper.
- Try to keep meeting under two hours.
- Mix-up times of day - some morning, some lunch, etc. Allows more people to be involved.
- Trust your committees to do their job - don't need to breathe down their neck!
- Always recognize someone who went above & beyond during month ... ex: lifesaver award.
- Have fun!

GO TO LEADERSHIP LOGIN...AMA ALLIANCE LEADERSHIP FILE ON THE WEBSITE

2. About Alliance

f. calendar

g. Bylaws

3. LOC

d. session handouts

**4. Leadership resources

a. sample job description

Membership Toolkit:

8. Marketing Alliance Membership Handbook

Ask what interests them Legislation

Membership

Health Promotions

More than one way to get to Screen Out! - can connect from Health Promo or has its own section.

Membership resources on the web site include:

Membership Reports - use these to help track your membership numbers

Retention reports - these reports provide data on the number of members who have renewed from the prior year

Membership Comparison by Year - this demonstrates that we seem to be holding steady on membership after a decade of decline. At the end of February, we were at 930/0 of where we were at the same time last year. We currently have 25,000 members, which includes the 2007-08 members and 2008-09 members. However, at the end of the current fiscal year, all 07-08 members who have not renewed will no longer be included in the total.

Dues processing...Guidelines and templates - These tools are designed to help process dues more accurately and efficiently. Membership Chairs and Treasurers are urged to work together to make sure that dues submissions are sent to the National Office accompanied by a membership roster, so that we can accurately identify the dues received.

Twelve Months of Membership - this calendar can help with planning your membership year