

## *Membership Workshop*



# ***SAVE OUR SQUADRONS***

21-22 February 2008



### THINGS YOU NEED:

Flip Chart paper on easel and magic markers – place them in a convenient spot close to the screen. Pointer or laser pointer

### Script:

So we did our SELL and have the new member and now WHAT are we going to do with them?

We want to get them INVOLVED!!

Why is involvement so important?

Because an *INVOLVED* member is one who will be retained.

**LEADERSHIP**  
+  
***ENTHUSIASM***  
=  
**RETENTION**

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Facilitators:  
***EVERYONE***



Concept: If Leaders have Enthusiasm, Members will want to become INVOLVED and if INVOLVED, will be RETAINED.

# What is Leadership Enthusiasm?

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Jot down peoples ideas of what is meant by Leadership Enthusiasm – 1<sup>st</sup> Flip Chart of 4. If people give similar ideas, ask if one of the previous ideas covers it and count it with dots or lines or checks against the previous idea. If the person doesn't think it matches, don't argue, write it down.

Example: Idea: Friendly Idea: Open to Everyone Ask does Friendly cover it? If it does, Friendly has two checks. Or maybe the word is Encouraging – you've got the picture.

# CONCEPTS AND IDEAS

## Background Information

- Maslow
- *It's Not about Cheese*

## Techniques

- Leading and Following
- Communication
- Tools to Choose
- Aids to Success

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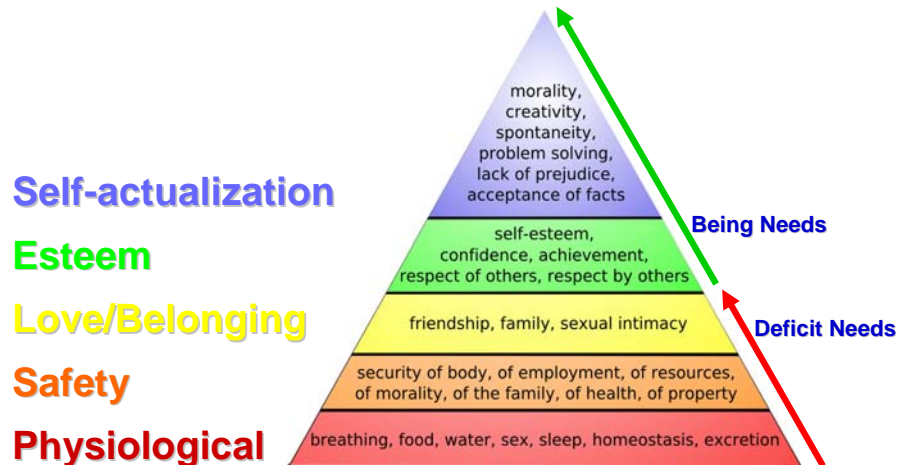


Where do the concepts/ideas come from.

Most people have seen the Maslow triangle – some may not have read the book “It’s Not about Cheese”.

Just show Maslow’s triangle (next slide) – theories behind triangle are explained for background for you if someone asks questions.

# Maslow's Hierarchy of Needs



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Physiological – We want to be alive and stay alive – Food , Shelter, Clothing

Security – We want to feel safe

Social – We need to belong to groups and to have friends

Self-Esteem – We need to feel worthy, unique and respected.

Self-Actualization – We need work which attracts and challenges us.

## Needs

Though the deficiency needs may be seen as "basic", and can be met and neutralized (i.e. they stop being motivators in one's life), self-actualization and transcendence are "being" or "growth needs" (also termed "B-needs"), i.e. they are enduring motivations or drivers of behavior.

## Esteem Needs

According to Maslow, all humans have a need to be respected to have self-respect, and to respect others. People need to engage themselves in order to gain recognition and have an activity or activities that give the person a sense of contribution and self-value.

## Self-actualization and Self-transcendence

Self-actualization is the instinctual need of humans to make the most of their abilities and to strive to be the best they can. At the top of the triangle, self-transcendence is also sometimes referred to as spiritual needs.

Maslow believes that we should study and cultivate peak experiences as a way of providing a route to achieve personal growth, integration, and fulfillment.

## Maslow's Three Principles

- **People are “Needing Animals”**
- **Once a need is satisfied, it no longer motivates or causes behavior. Only the unsatisfied need can provide motivation.**
- **Needs can be thought of as arranged in a hierarchy of importance.**

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Maslow's three principles – more references

A Great Book and a Fun Read:  
“Who Moved My Cheese” by  
Spencer Johnson, M.D.



The Characters illustrate typical reactions to change.



Do you adjust quickly and prudently  
to change like **Sniff** and **Scurry**?

OR, do you procrastinate, wasting time and  
opportunity, before responding like **Haw**?



OR, like **Hem**, do you just stick your  
head in the sand, do nothing but hope  
that change will go away?

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“Who Moved My Cheese” by Spencer Johnson, M.D.

Other useful references – “One Minute Manager” by Spencer Johnson, M.D. and  
“How to Get Along with Difficult People” by Florence Littauer

## Why Did *YOU* Join?

- **Boater**
- **Knew Someone**
- **Learn Something**
- **Community Events**

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Question the audience as to Why they joined USPS.

Capture ideas on 2<sup>nd</sup> Flip Chart



## Why Does *SOMEONE* Stay?

- Know Someone
- Learn Stuff
- Community Events
- Boater

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Question as to Why would someone Stay in USPS?

Capture ideas on 3<sup>rd</sup> Flip Chart

# Leaders and Followers

- We recognize those who *bring about change* as leaders.
- Leaders effect change by attracting followers who embrace a vision as *their own*.
- Followers get the job done with the strategy of the leader to achieve *the vision*.

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**EVERYONE** may want to be a leader but not **everyone IS** a leader.

Change is very frightening to people – people have to *understand* the change before they can embrace it.

# OBSERVATION

## With **ANY** Group

- 10% to 20% of the people do 80% to 90% of the work
- Only 10% of **those** have the **vision**
- Without a clear **vision**, the group flounders
- People need clearly identified bite size **tasks**
- If you ask for help in a **general sense** then nobody knows what to do and nothing gets done.

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The 10% are the ones with the vision to actually identify what needs doing.

Bite size makes the given task seem smaller / easier to do.

Asking for **specific** help involves others in a successful way – they succeed at the task and the tasks get done.

## BUT, What Makes a Good Leader?

### A Short List

- Sincerity
- Integrity
- Honesty
- Respect for Others
- Intellect
- Humor
- *Enthusiasm*

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A **Good Leader** must have these characteristics to obtain the **RESPECT** of others – the **HUMOR** and **ENTHUSIASM** allow them to get people **INVOLVED**.

Flip Chart #4 – Do you have other characteristics for a Good Leader?

# COMMUNICATION

The exchange of information by symbols, signs and behavior.

Information exchange has four components

1. Sender
2. Message
3. Receiver
4. Message Delivery

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The Sender sends the Message with their voice and other things. The Receiver hears and observes the Message Delivery.

# Non-Verbal Communication

- **Body Language** such as facial expressions (scowls, smiles, raised eyebrows, *etc.*), gestures (nodding head, crossed fingers, *etc.*), and body positioning or posture
- **Other Familiar Forms** include pictures and other images in the media, computer graphics, USPS insignia of rank and educational grade, clothing including uniforms, jewelry, and hairdo

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The Message Delivery is also contained in Body Language and Other items

# HEARING and LISTENING

## HEARING AND LISTENING ARE NOT THE SAME

- **Hearing** is what enters the mind through the ear
- **Listening** is what the mind perceives from the sensory input; it is the process of internalizing and comprehending what is said
- A person can **hear** without listening  
Are you a ***non-listener*** at times?

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Hearing and Listening are not the same thing – use the example of your kids when you ask them to clear the table or take the dog out – They **hear** but aren't **listening**.

Or ask if they want to go to the mall with their friends?

# Listening Skills

- Stand in the Speaker's Shoes
- Practice Active Listening
- *Decide* to be Interested and Stay Focused
- Stay Emotionally Detached – Learn to Count
- Be Open to Someone Else's Ideas

**REMEMBER** – Leaders are *PART* of the **TEAM**

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Listening Skills must be practiced, practiced, practiced.

Try being the speaker

Be the Active Listener

Be Interested and Open



# Words

## ARE A POWERFUL DYNAMIC FORCE

*Excited* words will stir a mob to violence

*Eloquent* words will send armies marching into the face of death

*Encouraging* words will fan the creative spark to flame

*How others react toward **US** depends, in a large measure, upon the words **WE** speak to them*

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Try modulating your voice when you talk about Excited words like: Laughter, Love etc.

For Eloquent words try a poem or a description of a person – candidate for office

Use examples where possible.

# People with Vision

- Inspire *Us*
- They Become Role Models
- *We* Want to be Like *Them*

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The people with vision – use words to inspire us, involve us, and make us want to be like them.

## **TOOLS: SET *ACHIEVABLE* GOALS**

### **Examples:**

- **Increase YOUR Squadron's Membership by 1% including**
- **Have 25% of YOUR Squadron teach, proctor or take a Course**
- **Have 10% MORE members at a function**
- **Meet 5 Squadron members YOU haven't met**

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So you've got the tools and understand the techniques, and you want to try them out.

The important thing is to not set goals that are so far out that you set yourself up for failure.

These are just some suggested achievable goals.

## TOOLS: KEEP PRACTICING

When the **TEAM** Succeeds, You *Succeed.*

Continue taking on new challenges until you have *mastered* the art and skills of leadership.

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Remember – When the Team succeeds, everyone succeeds!

# TOOLS TO CHOOSE

Old Adages may be the Best:

- Believe in what **YOU** do
- Be sincere
- Don't talk down to people
- Be honest – tell the truth
- Use common sense

And MOST OF ALL  
**ENJOY WHAT YOU DO**

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The best tools to use.

## AIDS TO SUCCESS

- Mastering any skill requires **PRACTICE** and acquiring the skills of leadership is no exception!
- Practice the skills of *Observing* and *Listening*
- Set easier tasks first so a Team has **SUCCESS**
- Small successful steps build **HIGH PERFORMING TEAMS**
- **SUCCESSSES** will allow **TEAMS** to adjust to failure.

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These are life skills not just skills to use in USPS.

## How to Get *IT*

**Believe in Yourself**

**Believe in Your Vision**

**Accept You May Make Mistakes**

***Laugh At Any Mistakes***

**Keep Trying**

***Rome wasn't Built ....***

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As for the “IT” or Enthusiasm – we’ve all got it – it’s why we joined to begin with – we’ve just forgotten the initial thrill of learning a new boating skill but we can find it again by believing in ourselves and the organization and what we can do for the boating public and our membership.

It takes the “bite-size” tasks but we can do it.

# Remember

*People will forget what you said  
People will forget what you did  
But people will never forget how you  
made them feel*

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This is the *TAKE AWAY* and is most important

*HOW WE MAKE PEOPLE FEEL*

*THAT IS THE SECRET OF THE "IT" --- the ENTHUSIASM*



*Questions ????*

Thank *YOU* For Participating

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Make sure to Thank EVERYONE for participating.