



Leadership is Essential for Long-Term Membership Growth

Volume 1, Issue 1 – December 2022
© 2022 Use of this content is permissible with credit

The passionate leader is a person who puts the health of the organization over their own agenda. They understand the mission and goals of the group and fully support those fundamental elements.



Leadership Tip of the Month

Speaking

Occasionally, every leader gets called on to address a group out of courtesy. These are the moments that you can stand out from the average leader. There are three basic elements you need to remember.

First, have a positive message. Don't just thank the group for their hospitality and your warm reception. Impart some exciting new information, share your uplifting vision for the organization, or inspire the audience to reach for their full potential. No matter what, end your message in an uplifting and positive fashion.

Leadership Tip of the Month

Looking at Yourself

Selfies are now commonplace; they are simply people taking pictures of themselves. Some are hilarious fails and others show the subject in their best light. Many people, according to anecdotal sources, even take nude selfies. Some take them to share, others to just prove something to themselves.

The goal of a selfie for almost everyone is to look good to others, and yet most see the flaws and imperfections in their body first and foremost. This is in spite of the reality that we are all very similar and our uniqueness is in the combination of our common elements.

For the ultimate selfie, have you ever really taken time to evaluate your leadership skills. I'd suggest taking a sheet of paper and write headings:

Skills that I have and **am improving**

Skills that I have and am **not improving**

Skills that I lack and **want to learn**

Skills that I lack and **don't desire to learn**

If you are honest with yourself, you'll have some leadership skills listed in each area. As an example, one of my skills that I have, and seek to improve, is public speaking. Another was organization which was originally in the want to learn category and is now in the improving category.

As you add skills to your lists over time the "am improving" list will grow, as will the "want to learn" list. Leadership is an ongoing process, and you will occasionally discover a new skill that you've learned or found yourself wanting in.

The first step to growing your leadership skills is to perform an evaluation of where you are. A few minutes of time can give you clarity for your personal goals that will benefit the organization you are a leader in. Every passionate leader has that as their goal.

Bare yourself and evaluate your skills as if the camera could capture the truth of your leadership skills.

Membership Tip of the Month

Attitude is the Place to Start

Are you excited about your organization? Does the anticipation build as you prepare for a meeting or event? If you want to attract new members, then you need to cultivate a positive attitude.

Before you worry about your prospective audience, before you start to teach recruitment techniques, you need to have the right attitude.

You need to be proud of your organization, the kind of pride you see in a grandmother who always shares photos of her grandchildren. If there is something about your organization that you hesitate to brag about, figure out why and find the reason for it. Pride leads to excitement and excitement makes sharing your organization much easier.

Make a mental list of all the things you look forward to as a leader in your organization. That list will give you your first attitude blast. Don't worry about the things you may dread, just focus on the positives.

No matter how you feel, paste a big smile on your face when you leave your house. Your smile will evoke similar smiles from those you meet and soon you will be in a better mood. In fact, if you pretend to be happy, you will find yourself truly enjoying life in most situations.

Build your pride in your organization, focus on what fills you with anticipation, and smile. That attitude will be the starting point for successfully recruiting new members.

Extra

Christmas

I truly love the Christmas season. It is a time when many try a bit harder to be the people that they want to be. It is the time when the spiritual is brought to the forefront a bit more than normal as Christmas is the celebration of the birth of Christ.

The music of the season is wonderful. From traditional carols to fun songs celebrating the season the music is positive, uplifting, and often inspirational.

The colors are spectacular this time of year. Decorations, lights, and trees filled with ornaments make the visual images of the season such a beautiful scene. People share their spirit with others through the visual aspects of the season.

The charity and gifts of the holidays bring out the best in so many. This time of year allows people to feel the wonder and pleasure of helping others with the gifts of money and items. We give gifts to our friends and family to remind them that they are loved and appreciated.

Christmas cards are a tradition that helps us retain connection with others. We may live in different states, or even nations, and not be able to give a hug due to distance. Yet, during this season, we reach out and touch others with a simple greeting of joy and happiness.

The food of the holidays creates many traditions for each person and family. The sharing of treats and food helps bind our friendships with love and affection in a traditional and very real way.

These reasons and so much more are the reasons that I love the Christmas season.

Consulting and Assistance

Ed offers Leadership and Membership consulting and training.

Workshops, presentations, and speeches to suit your needs.



Leadership Book Available on Amazon

Farm Grown Leadership explores the necessary traits of a leader through stories drawn from the author's life on the farm, in 4-H, FFA, and Grange.

Also available in print: A Journey West (an exciting western) and Searching for God (Evidence, questions and observations about the existence of God)