



Leadership is Essential for Long-Term Membership Growth

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Anyone can be, or become, a passionate leader in their organization.

The passionate leader knows they are the face of the organization and are always positive and smiles both internally and externally.



Leadership Tip of the Month

Dealing with dissension on your team

There are many challenges to a team leader, but dealing with a member who is causing dissension among your team members is critical. The damage to the team in unity, morale, and focus can set your team building efforts back.

The worst dissension creator is when the member stays in the background and just whispers in ears. Today, I'll address the situation where a member uses a public setting to vent their negative opinion. This could be in a public meeting, a group text message, Facebook post, or group email. The common factor is that the negative message is being discussed before you have a chance to give your input.

The first thing you need to do is to keep the negativity from spreading. Remind the team that you are a source of help and assistance when a team member has a problem. Then remind them that there are avenues for addressing issues that are more appropriate than the public one that you're dealing with now. Be firm so that your team realizes from your response that you care about each member of the team but are not wishy-washy.

Never lose your cool. Be respectful of all, especially the dissension creator. Listen to the complaint and address it in a brief fashion without getting personal. Remember that the rest of your team is watching and listening to how you respond to a challenge.

Afterward, you are faced with having a private meeting with the dissension creator. You must ensure that the team member understands that you desire to help them to be successful but involving the entire team when you have a problem or negative viewpoint is unacceptable. In many cases, if not most, you must ensure that the team member understands that there are consequences if there is a repeat of that incident.

Lastly, as the dissension usually has a real problem associated with it. Let your team know as you deal with the issue. It may not be something you can solve yourself, but letting your team hear that you working to minimize it will bring your team together rather than fragmenting the team.

Membership Tip of the Month

Using brochures and other paperwork in recruitment

It is always good to have brochures that explain your organization, newsletters or magazines that show off the different aspects of your group, and other paraphernalia. Business cards, door hangers, and more information collection pieces are all assets to you as you try to recruit new members.

The thing to remember is, that by itself, all of that paperwork will usually only be effective roughly 1% of the time. The strength of brochures and other paperwork is in reinforcing your personal message.

Recruiting or selling your organization to prospective members is about you following a step-by-

step process of 1. Create the Opportunity, 2. Listen, 3. Fill the Need, 4. Ask. It isn't about handing out paper to those prospective members, it is about sharing how your organization can benefit them, their family, and their community.

Use brochures and other paperwork to reinforce what you are sharing with your prospective member. Listen to the questions and only use the relevant items that answer their questions or fill their needs. The most powerful sales technique is your personal message, and it is the most cost effective.

Every person that engages you in conversation should walk away from you as a person who wants to join or as a person who knows more about your organization and has your contact information. If everything has gone well, you'll also have their contact info.

Be prepared with brochures and other paperwork but remember that they are supplements for you to use, not the primary tool. You are the recruiter.

Extra

Early Morning

A simple drive to work in the early morning reminded me of the wondrous world we inhabit.

I left home as the dim light of dawn started to drive the dark of night away. The details of the landscape gradually came into focus as faint color and details took the place of gray shapes .

Then light flooded across the vista before me as the sun peeked above the horizon. The myriad jewels of ice and water sparkled with heavenly beauty.

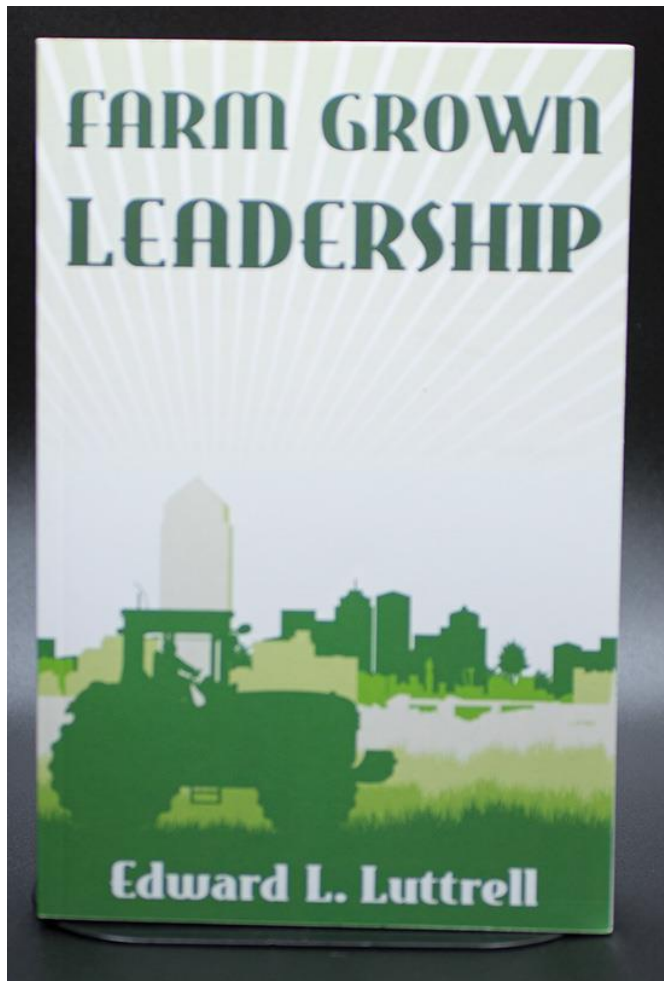
The vivid green of the hillsides nearly overwhelmed my vision in the blazing clarity of the morning sunlight. My heart sang with thanksgiving to witness the gift of the morning.

I whispered a simple prayer of thanks.

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)