

IABC Pacific Plains Region

CHAPTER LEADER MEETING

April 11-12, 2014 / San Diego, CA



IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS

PACIFIC PLAINS





Energizing Your Volunteers

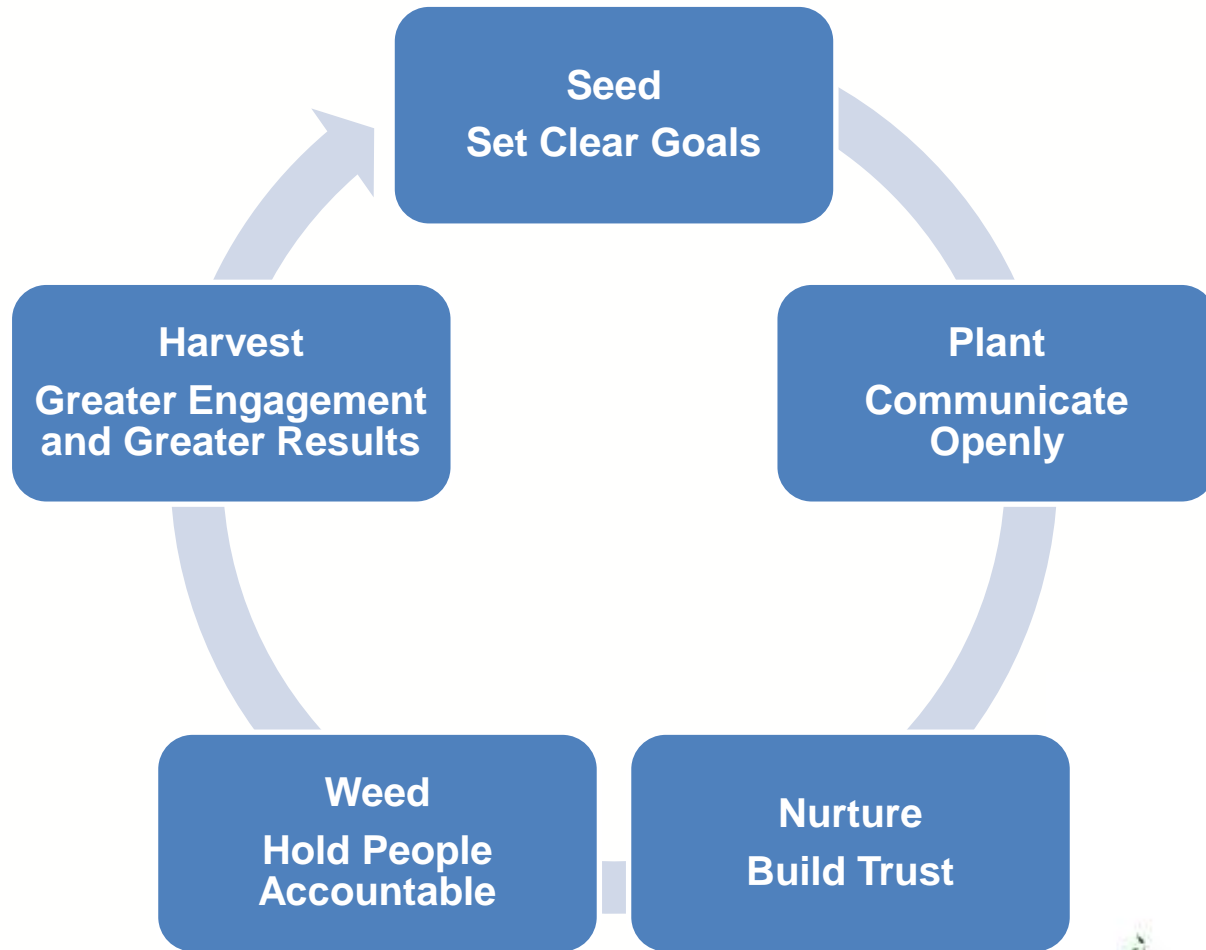
*Ways to engage and empower
your board and committee
members*

What Volunteers (At All Levels) Want

- To be part of a organization that values them and their work
- Structure and systems that allow them to do the job
- Opportunities for growth
- Reward and recognition
- To be part of a successful organization



Cultivating Volunteers



Begin With One-Hit Wonders



- Offer one-time or low-maintenance volunteer opportunities
 - Greeter at a professional development event
 - Monthly phone calls to congratulate people on their IABC anniversaries
- Quantify time needed for any and every volunteer opportunity

Committees: Bridge Between Members And Chapter Leaders

- Pipeline: Committee participants > committee leaders > chapter leaders
- The link between things to do and tasks completed
- The link between board potential and what becomes the board accomplishment
- How members benefit: Committees...
 - Involve and serve members
 - Provide training ground for future leaders
 - Enable personal and professional growth
 - Enhance skills and experience



Connect and Support Your Board With Committees

- Regular board position interaction with committee members, formal and informal
- Recruitment for both is 24/7/365
- Board helps set strategy and direction while committees help execute
- Provide recognition in both formal and informal ways
- Make committee work visible



Tips For Effective Committees

- Documented purpose, objectives, clear assignments and action plans
- Effective committee chair or co-chairs that are direct links to board
- Use of tools: meeting agenda with time limits, progress reports, pre-meet communications, meeting minutes
- Add time to offer kudos; celebrate small wins
- Be specific in recruiting: define roles and hours of work
- Ask, document and apply feedback
- What else?

Putting Things Into Perspective

- Your competition
 - The paying job
 - Family time and obligations
 - Downton Abbey

Getting the most out of being No. 3



It's Spelled Board... not B-o-r-e-d

- Ask and listen
 - Why do you want to be on the board?
 - What do you need to accomplish?
 - How can I help you leverage your talents more fully?
- Have regular 1:1s
- Respond to feedback



Value And Appreciate

- Thank and recognize often
- Personalize it – know what motivates
 - Board member of the month
 - Gift card, Tweet A Coffee
- Value their time
- Have fun, too!



Having The “Talk”

- When things are not working out
- When left unaddressed, it can have negative impact on other board volunteers
- Offer help; offer options
- Bless and release



Words Of Wisdom

“Leadership : the art of getting someone else to do something you want done because he wants to do it”

-Dwight Eisenhower

“Nothing is particularly hard if you divide it into small tasks.”

-Henry Ford

Have A SUCCESSION Plan

- What are your chapter leadership needs?
- It's not one person's job but one person should have overall responsibility
- It is a continuous, on-going process
- Job descriptions with time commitments
- Ask, if you don't ask they can't say **yes**



Your Questions



More Resources

- Your PPR Chapter Advocate
- 2014 Leadership Institute Volunteer Management session PDFs (Leader Centre)
 - [Succession Planning](#)
 - [Happy Volunteers](#)
- Chapter Management Award-winning Plans (Leader Centre)



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