



# LEADER NETWORK



November 2004

## **MERL Chairperson Seminars**

The Membership, Extension, Retention & Leadership Development Chairpersons Seminar provides training for the four chairpersons whose goal is to work as a team to promote membership growth and development at the multiple district level. MERL Chairpersons Seminars rotate through the seven Lions Clubs International constitutional areas, allowing each chairperson to participate in training at the beginning of his/her three-year term.

This year, two seminars are scheduled for multiple and single district MERL chairpersons from two constitutional areas:

South America, Central America, Mexico,  
& Islands Of The Caribbean Sea  
January 15-18, 2005  
Cartagena, Colombia  
Application deadline: November 26, 2004

Australia, New Zealand, Papua New Guinea,  
Indonesia, & Islands Of The Pacific Ocean  
April 19-22, 2005  
Auckland, New Zealand  
Application deadline: March 1, 2005

For current information on 2004-2005 MERL Chairpersons Seminars and 2004-2005 Lions Leadership Institutes, please check the LCI website at [www.lionsclubs.org/EN/content/news\\_train.shtml](http://www.lionsclubs.org/EN/content/news_train.shtml) or contact the Leadership Division at [leadership@lionsclubs.org](mailto:leadership@lionsclubs.org).

## **Motivation and Net Growth**

This year, International President Kusiak has established a membership goal of 5% net growth. One key factor in attaining this goal is motivation.

Often *motivation* is confused with *stimulation*. Action can be stimulated, but motivation comes from within. Lions may volunteer because they want to make a difference, give back to their community, meet new people or develop new skills. These are all motives. Find out what motivated members to join our association, and then make sure those motives are being met. Lions may quit because they forgot why they started, but more often they quit because they are not getting what they want out of the experience.

Keep in mind that motives are internal and cannot be imposed on an individual. Every effort should be made to match the member with the position/roles he or she is motivated to do. For example, ask someone who became a Lion to meet new people to spearhead a membership drive. Talk with members about what is important to them. Find out their needs. Then, make sure they are involved in projects they enjoy and can learn from. In doing so, you will retain more members, and members will feel fulfilled and valuable.

Motivation can be used to retain existing members and to attract new ones. By focusing on the reasons people become Lions and by sharing those reasons with others, we can meet and exceed our goal of 5% net growth. Remember, enthusiasm is contagious!

## **The Art of Recognition**

In our last newsletter we encouraged you to consider acknowledging the efforts of those who help us serve. In this issue we present the top five reasons why recognition doesn't happen, as listed in Eric Harvey's book, "180 Ways to Walk the Recognition Talk."



5. *I don't believe in giving awards to people for just doing what they are supposed to do.* Awards are for special achievement, but recognition can be more than that. Recognition can be any act of appreciation that lets people know that you appreciate their effort.
4. *It's not my job.* Some people think that recognition is a top-down thing and only "leaders" are responsible for it, but supporting an environment in which people are acknowledged and truly appreciated is everyone's job.
3. *People don't care about it all that much.* Even those who say they don't care about being recognized show a wide and happy smile when it happens to them!
2. *I don't have time.* If you feel you don't have time to recognize others, it may be that you just haven't made it a priority. Besides, how much time does it take to say, "Thank you" or "I appreciate it?"
1. *I don't know how.* This can be an honest concern. Many never receive any training on giving recognition.

If Reason #1 applies to you or someone you know, watch for guidelines on recognition in the next issue of *The LEADER NETWORK*. In addition, the new LCI publication, **The Art of Recognition**, is available through Club Supplies and on the LCI website [www.lionsclubs.org](http://www.lionsclubs.org).

**MORE**





# LEADER NETWORK



November 2004

## *The Leadership Challenge: Inspiring a Shared Vision*

Jim Kouzes and Barry Posner are experts in the field of leadership. In their book, “The Leadership Challenge,” they wrote that most successful leaders are able to:

- Challenge the process
- Inspire a shared vision
- Enable others to act
- Model the way
- Encourage the heart

This month, we focus on inspiring a shared vision. A vision is a mental picture of what tomorrow will look like. It expresses our highest standards and values. If it is to be attractive to more than a few, it must appeal to all of those who have a stake in it. If a leader hopes to inspire people he or she must first know them, understand their needs, and have their interests at heart.

Visions must be communicated. Leaders cannot ignite a flame of passion in others if they don't express enthusiasm and breathe life into the dream. Enthusiasm is contagious, and leaders can best convey it through vivid language and an expressive style. When you express your vision, keep these thoughts in mind:

- Find a common ground with those you wish to inspire...listen first and often
- Speak positively...make the dream attainable in the minds of others
- Speak from the heart...believe in what you say and others will follow

Are you inspiring the Lions you lead to join you in your vision of service to others? How? Let us know!

## *Tools: Ask a Question*

The Socratic method of using questions to teach originated in pre-historic Greek times when prompting the learner with a series of questions was used for all instruction. These questions lead the learners to discover new knowledge. Some examples for Lion trainers could be: “Why is public relations important? What would you say to a potential new member? What methods could you use to solve an attendance problem in your club?”

The key to successful use of questions as a training tool is to wait for answers. You may be tempted to answer the question yourself, or participants may expect that you will answer the question. Do not answer the question; let the participants discover the answer and learn something new. This method is appropriate for adult learners who want to use their experience in their learning. It also encourages the group to learn from their collective experience.

## *Bright Idea*

Does your district or multiple have a Lending Library? Why not share materials, resources and ideas from past experiences? Publicize its availability on your website, in your newsletter and at Lions gatherings. Your information may be just what another club needs to address a challenge and another club may have exactly what you've been looking for. By freely exchanging knowledge and ideas with fellow Lions, we can all share in each others' success!

## *We want to hear from you!*

Our objective with *The LEADER NETWORK* is to provide you, our multiple and single district leadership development chairpersons, with information and ideas you can use in your leadership development efforts. If you have a *Bright Idea*, suggestions for future issues, or a specific topic you would like to see addressed in the next issue (February 2005), please let us know. Your comments will be welcomed at [leadership@lionsclubs.org](mailto:leadership@lionsclubs.org).

**“It is not so much what you believe in that matters, as the way in which you believe it and proceed to translate that belief into action.”**

**Lin Yutang, Chinese Author**

The *LEADER NETWORK* is a publication of:  
Leadership Division  
Lions Clubs International  
300 West 22<sup>nd</sup> Street  
Oak Brook, Illinois 60523 USA  
TEL: 630/571-5466 FAX: 630/571-1682  
EMAIL: [leadership@lionsclubs.org](mailto:leadership@lionsclubs.org)