

# GLOBAL ACTION TEAM



## Area Leader

### Term

Annual appointment, with option for re-appointment during the duration of *MISSION 1.5* from 2024-2027.

### Position Overview

As the GAT area leader, your experience provides your MD/single district coordinators (and undistricted areas, where applicable) with the resources needed to provide strategic support in achieving the *MISSION 1.5* membership growth goal and objectives, as established. You will have a solid understanding of initiatives, successes and challenges in your area. Communicating with, listening to your multiple district/single district/undistricted area leaders and understanding area specific needs will be the keys to the success of *MISSION 1.5* in your area.

### Actions for Success

- Commits to the organization-wide goal and objectives of *MISSION 1.5*, which includes achieving defined regional membership targets.
- Develops, supports and executes regional membership growth plans as defined by *MISSION 1.5*.
- Monitors progress towards established membership goals, tracks and interprets data, forecasts results and conducts monthly check in calls with multiple district and district GAT.
- Motivates, inspires and provides mentorship to multiple districts/single districts while reinforcing the importance of taking action to achieve membership goals.
- Establishes and adheres to an annual engagement calendar to monitor progress towards *MISSION 1.5* regional targets.
- Maintains effective communication across all levels of GAT via multiple channels such as in-person visits, newsletters, correspondence, social media, etc.
- Supports LCI divisions by providing information to/from the field to help improve plans established for *MISSION 1.5* and the development/roll-out of service, leadership development and LCIF initiatives/resources.
- Identifies new and emerging leaders to participate in service, membership and leadership development opportunities.
- Promotes completion of the Global Membership Approach training path.
- Collaborates with the GAT CA leader to conduct relevant *MISSION 1.5* seminars, events, and projects at the local leadership forum, Council and Cabinet meetings when possible, and other local meetings.
- Listens in during scheduled Worldwide Report Days with the *MISSION 1.5* Steering Committee, International Board of Directors, and other regional leaders.
- Shares best practices, regional successes, opportunities and needs with the GAT CA leader, as well as other GAT leaders and LCI staff.
- Reinforces the importance of zone chairperson involvement including following up on club level communications from headquarters regarding *MISSION 1.5*.

### Measuring Success

At the end of each Lion year,

- Achieves positive net membership growth as defined by *MISSION 1.5* including sponsoring at least one new member and extending at least one club.
- The assigned area shows measurable net membership growth in their districts and undistricted areas, meeting or exceeding *MISSION 1.5* targets.
- The assigned area shows measurable growth in club extension, meeting or exceeding *MISSION 1.5* targets.

- The assigned area shows measurable growth over the previous Lion year in the areas of service, leadership, and LCIF.

## **Recommended Qualifications**

- Passionate about Lions, effectively promotes the Lions International Strategic Plan and is invested in the association's future.
- Leads by example; proven track record in membership growth and extension.
- Able to use technology (Email, Microsoft Office, Lion Portal, LCI website, social media).
- Graduate or faculty member of an Advanced Lions Leadership Institute or Faculty Development Institute, or other professional leadership program.

## **Reporting**

- GAT area leaders report to the GAT constitutional area leader.
- GAT MD and single district coordinators report to the GAT area leader.