The Growth Picture

~ January ~

Build your team

Successful Kiwanis clubs work as a team. Members have different roles and responsibilities, but they pull together to reach a common goal. Think of a dog-sled team. Dogs are selected for their abilities and placed on the tow line for specific roles as swing dogs, team dogs or wheel dogs. Working together and depending on each other creates efficiency, safety, security and support.

Many of these lessons can be applied to a Kiwanis club. Get the right people in the right roles. Match skills and interests of members with committee assignments and leadership positions to generate a positive membership experience:

- Planning your club’s success
- Member experience
- Levels of commitment

Embrace succession planning

Leadership development is much like a relay race—not a sprint or a marathon. Leadership is about passing on knowledge, wisdom, experience and achievement to the next set of leaders.

In a relay race, the whole team wins.

The passing of your leadership baton from one year to the next should be well-planned for a smooth transition. Current officers can help the new officers take the baton without missing a step—and keep the whole club running in the same direction.

Establish a leadership pipeline. Ensure that the club’s vision, plans, organizational structure, relationships and—most important—its knowledge are carried forward with minimal disruption.

For your convenience, best practices for developing your club’s leadership pipeline are available online:

- Look for leadership potential even among new members.
- Define leadership roles and expectations.
- Educate and equip leaders with tools.
- Develop a succession plan.
- Recognize members and clubs for achievement.

Celebrate club success

When your club celebrates what it accomplishes, members create stronger bonds—and enhance the fun of belonging to a successful club. Make recognition an ongoing part of club operations—by making it a regular agenda item at each club meeting.
Create a mix of individual rewards and recognition of committee efforts. Balance the mix between rewards and recognition that encourage both cooperative and competitive behaviors.

The desired outcome of a recognition program is to create enthusiasm and improve member retention. There are many low-cost ways to recognize member achievement, such as certificates or a special dessert at a club meeting. Make the recognition timely, personal and pleasurable for the recipient.

Remember, what gets rewarded gets repeated!

- The paycheck
- Awards vs. rewards
- Recognition tools