The Growth Picture

~ May ~

Make Club Leadership Education a part of your district convention seminars and sessions

Effective club leadership is a key part of club excellence—and overall district growth. So it makes sense to include Club Leadership Education as a part of your seminars and educational sessions.

For instance, offer make-up sessions for new lieutenant governors and club leaders who couldn’t make it to Kiwanis International’s Club Leadership Education. And consider follow-up sessions for recently trained lieutenant governors-elect and club presidents-elect.

With only a few months until they begin their leadership roles, this is a great chance to help them build bonds and contacts—and platform the home stretch into their year:

- Growth resources—Seminar ideas
- Leadership resources

Look for leaders and members...in the exhibit hall and beyond

Leadership development is a relay race, not a sprint or a marathon. In a relay race, the whole team wins—just as leadership is about passing on knowledge, wisdom, experience and achievement to the next set of leaders.

Here’s an idea to help create a smooth transition: Set up a booth in your exhibit hall, stock it with growth materials and have it manned by proven club builders.

It’s one way of planning well for the passing of the leadership baton. In general, be on the lookout for rising stars.

Look for leadership potential even among new members and offer ways for people to get involved in growth by providing them with information on:

- Club level membership chair
- Division level growth teams
- District level growth teams
Recognize excellence, repeat success

Make recognition an important part of what your District Convention should be—a celebration of the past year and a springboard to the future.

A good recognition program creates enthusiasm and improves member retention. Create a mix of individual rewards and recognition of club efforts. And balance the mix to encourage both cooperation and competition.

There are many low-cost ways to recognize member achievement, including certificates, banner patches and pins. Make the recognition timely, personal and pleasurable for the recipient.

And remember, what gets rewarded gets repeated! Here are some tips and tools:

- Honor every New-club Building team
- Honor every 25% Growth Club
- Honor every club that has a successful membership drive
- Go online to get ideas for recognizing growth

In addition, check out the distinguished criteria for divisions, clubs and members.