How to Set Yourself on Fire without Burning Out
Leigh Wintz, Principal Consultant, Tecker International, LLC
COMPETENCY: Governance & Leadership

Levels 1, 2, & 3

Primary Themes Addressed:
• Effectively executes governance & leadership responsibilities
• Establishes and maintains collaborative, effective relationships
• Advances the organization by internalizing its mission, vision, and core values
• Sets strategic objectives to guide long-term goals
• Develops self and others as leaders
The Leader’s Role

• Motivating
• Managing
• Moving Forward
• Don’t always have to be out front
The Manager’s Role

- Motivating
- Managing
- Moving Forward
- Succeeds on accomplishment
Both Require Cooperation

These responsibilities cannot be managed without the participation of others.
Volunteer participation is at its core, human interaction at its self-selected best.

There are 3 components to that interaction:
- Environment
- People
- Communications
Match People and Responsibilities

Define the task
Assign jobs based on:
- Skills
- Interests
- Time availability
- Leadership potential
What Will Earn Engagement from Volunteers?

- Working on the things that matter to them.
- Demonstrating the work is making a positive difference.
- Providing an enjoyable opportunity for involvement.

*Based on research by Tecker International, LLC*
Engaging Members Today

What has NOT changed...

- Engagement remains central to the success of an association/community of like-minded people.
- Engagement leads to member retention.
- Most people become engaged because they are invited.
- Face-to-face interaction is still important.
- Personal and professional recognition is still important.
Engaging Members Today

What HAS changed...

- The definition of “engagement” has expanded.
- The competition for engagement has expanded.
- The amount of time per engagement opportunity has declined.
- The preference toward project-based has increased.
- The comfort level with virtual engagement continues to grow.
## Engagement Preferences

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>DEFINITION</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaders</td>
<td>Board members</td>
<td>2-5%</td>
</tr>
<tr>
<td>Doers</td>
<td>Chairs</td>
<td>10-15%</td>
</tr>
<tr>
<td>&quot;Do Somethingsers&quot;</td>
<td>Committee members, project participants, etc.</td>
<td>15-20%</td>
</tr>
<tr>
<td>Belongers</td>
<td>&quot;Lurkers,&quot; checkbook members, website users, etc.</td>
<td>60-80%</td>
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What Leaders Need to Discuss

1. How do we define “engagement?”
2. What would make our followers’ world better as a result of engagement?
3. What vehicles for engagement should we offer in response to question #2?
## Engagement Preferences

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<tr>
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<td>Leaders</td>
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Tips for Recruiting

- Be genuine
- Explain why you are asking them
Tips for Recruiting

- Paint a realistic picture of time and responsibility requirements
- Outline the goal and its importance
Tips for Recruiting

- Communicate the training and support available
How Do You Define?

- Reliability
- Competence
- Access
- Communication
- Inclusiveness
- Courtesy
- Credibility
Free Pass
What Volunteers Want

- To know what they did counts
- To be successful
- To have personal and professional needs met
- Others to recognize their other responsibilities
- To be appreciated
Ways to Show Appreciation

- Letters
- Heart
- Chocolate
- Rose
- Happy face
- Car wash sign
Exercise

In the next two minutes, write down every way you can think of to show appreciation.

Write fast but be able to tell the group your idea.

Fabulous prize!
Keep ‘em motivated

- Build on strengths
- Don’t punish good performance
- Clear expectations
- Provide support, resources, skills
- They are in charge of their own involvement
Choosing What the Group Wants

- Review programs every year – before the budget
- If there is no interest – drop it
- Know what motivates individuals
- Know the group’s capacity
- Awareness and advocacy count too
Deliver What You Promise

BUILDS TRUST
Don’t Get Caught Up in Rumors
Confronting Poor Performance

- Focus on problem
- Allow to save face
- Ask for and offer suggestions
- Gain agreement on responsibility and action plans
- Follow-up
The #1 reason why people volunteer is because they are asked.

The #1 reason why they continue to volunteer is because their needs are met.
Please complete the evaluation for this breakout session!