

**NOTES - THE FIRST LEADERSHIP SEMINAR
FEBRUARY 2015.**

**IF YOU HAVE A DREAM YOU CAN MAKE IT HAPPEN
IF IT DOESN'T HAPPEN IT PROBABLY WASN'T A DREAM.**

To build confidence, courage, capacity, optimism, influence and passion, know what we want and why we want it.

- Confidence: have confidence in yourself
- Courage: have the courage of your convictions
- Capacity: Don't be afraid to ask for help.
- Support: being bold enough to put your hand up
- Optimism: Believe it can be done.
Plan, simply, have some idea of how we can make it happen, be flexible.
- Influence: The ability and belief we can influence the future.
- Passion: Retain a passion for what you believe in.

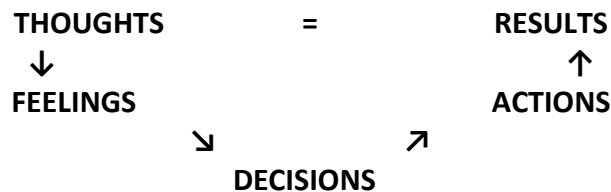
SELF ESTEEM:

Ego, Pride, Self-Importance:

- Silence the inner critic
- Practice self-appreciation [Dam I'm Good]. Your confidence in yourself will grow.
- Draw strength from previous success. How did I create that model? Repeat and improve. Take little steps.
- Be great at what you do best, [share, delegate and cooperate].
Recognise your strengths and find others to complement those strengths.
- Accept genuine compliments, this helps you to accept and be proud of your achievements.
- Know your purpose [putting things together for other people], this will help you to grow.

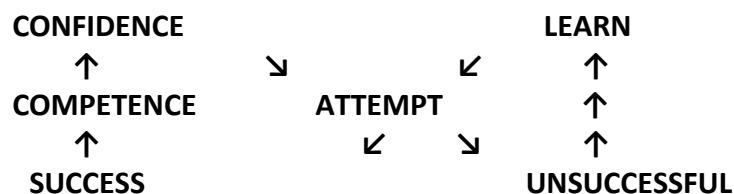
POWER OF THOUGHT - THOUGHTS = RESULTS.

Positive thoughts will not necessarily result in success!



If it doesn't work the 1st time try a different path.

CONFIDENCE TO COMPETENCE – REINFORCING LOOP



THE ONLY CONSISTENT THING IN THE WORLD IS CHANGE

DIFFUSION OF INNOVATION – ADOPTION OF CHANGE

- 2.5% are innovators.
- 13.5% are early adopters
- 34% are the early majority
- 34% are the late majority
- 16% are laggards.

Why do you think it won't work?

Take on the other person's point of view; it may help you in planning and adopting your proposed changes!

RESPONSIBILITY AND IMPLEMENTATION THINK OUTSIDE THE SQUARE

- Even if you are the coordinator of a project, use the best person to run the project, especially if they have more knowledge.
- Use modern technology
- Act outside the square
- Adapt the rules to suit the situation
- Have confidence in yourself
- Don't listen to naysayers.

DICE GAME ROLLING THE DICE – DIFFERENCES AND RULES

Instruction:

I have a large bag of dice; I'd like you to roll as many 6's as possible

- **Make the rules quite clear, and repeat if necessary.**
- ***Never say with the six on top – you determine how to roll the dice.***
- **Never assume – Has someone got a better idea how to implement?**
- **When rolling we always use the rules as set by convention, or as we have always done it!**
- **THINK OUTSIDE THE SQUARE**

HOW TO!

- **This will be determined by your interpretation of rolling!**
- **Use more than one dice!**
-

YOU NEVER KNOW HOW STRONG YOU ARE UNTIL BEING STRONG IS YOUR ONLY CHOICE.

EXCHANGES

- Shorter exchanges, a few days at each club 3-4 days with breaks in between for ambassadors to visit other places.
- Less organised activities, more free time.
- Problem with exchanges: Clubs with large membership being allocated clubs with smaller membership for outbound exchanges. Ask friends and neighbours if they can host to increase availability. This could lead to future membership.
- FFI has to be run as a business – There will be an office reorganisation shortly.

MEMBERSHIP – CHARTER FEES 2014

- There are 366 clubs in 67 countries worldwide.
- There are 49 clubs in the South Pacific region
- Members Worldwide: 2014 – 15338---- 2015 - 15514
- Charter fees: Australia and New Zealand are 100% financial. There are 14 clubs that host only and at present 18 clubs currently under development, these clubs do not pay charter fees!
- 2014: 143 clubs worldwide decreased their membership therefore decreased their charter fees.
- 140 clubs increased their membership
- 20 clubs stayed the same, with 2 people paying a global membership [distance members – e membership]
- There are clubs in depressed social economic areas that are exempt from paying charter renewal fees.
- Europe is a problem!
- 23 clubs went inactive from 2012-2014

MARKETING – MEMBERSHIP

- What is being done to spread the word about one of the best keep secrets in the world “Friendship Force”
- In the past we have been very selective in our approach to marketing FF, we need a broader approach.
- Bring a friend or neighbour to a social function
- Or a meeting. Be careful with a meeting though they can be boring and sometimes give a slanted view of the club. [Don’t make meeting boring!!!]
- Make meeting more attractive, dinner meeting, guest speaker, have a short trivia game
- Use Meetup or the New Zealand approach
- Market to University Travel Alumni [USA & Europe, Australia???
- Make up a flyer and post in: Libraries, retirement villages, universities, shopping center notice boards, RSL Clubs, surf clubs.
- Go to markets and hand out flyers
- Update your prospective new members welcome pack and direct them to the web sites: Your own, FFA and FFI.

WE ARE ONLY CONFINED BY THE WALLS WE BUILD OURSELVES

NEW MEMBERS

- Always include your new members, give them small jobs to do. Tea duty, welcoming members at the door, etc.
- Advise FFI of new members so they can be sent FFI catalogue.

USE OF SOCIAL MEDIA TO PROMOTE:

- **It would be very useful to have a list of all clubs worldwide who have a Facebook page.**
- **FACEBOOK:** 13.8 million or 95% of Australians use Facebook. On average people use Facebook for 17 minutes a day – 8.5 hours per week.
- Ask ambassadors to post their experiences on you Facebook page.
- **LINDEKEN:** is the next most used social media outlet.
- Instagram is most used by 18-25 year old people.
- **TUMBLR:** is used for their blogs.
- **SNAPCHAT:** is used as a message app.
- **GOOGLE+ HANGOUTS:** allows 9 people to video chat at any one time, this could be useful for distance members, e-members and ED's to have a round robin discussion and get together.
- **PINTEREST:** post on the board for future reference.
A content sharing service that allows members to "pin" images, videos and other objects to their pinboard. Also includes standard social networking features. Use for listing stopovers, where to eat, stay and free activities in a city or town you are visiting.
- Encourage members and ambassadors to look at your club web page, FFA and FFI web pages.

THEMED EXCHANGES – THINK OUTSIDE THE BOX

- Cycling
- Walking/trekking
- Craft/quilting
- Gardening
- Life saving

Link all of these into a mentoring list – List required of mentors

EXCHANGES FILL THOSE SEATS

- If an exchange is not full and you have exhausted all avenues of recruitment, invite your friends or people you know to join an exchange.
- **Let other FF Clubs know quickly through our DFO's when places are available on exchanges, outbound, inbound and domestic; don't leave it till the last minute.**
- Invite other service organisations to join an exchange. These people will already have been vetted by either their club officials or yourself as guarantor.

PROGRAMING FOR EXCHANGES.

- Aboriginal content
- Horse & Cart, farms and Markets visits. Make a list of available locations to share with ED's.
- **Visit a school fete**, open days & festivals. Or arrange to visit a school and engage with the students, contact schools to see if allowed many schools do not like the interruption.
- **Visit to Universities** – talk by the chancellor!
- Invite university language program students to one of your functions.
- Ambassadors to visit university language program students! Not always available due to university and students time constraints.
- Invite a member of U3A to a function to explain about the organisation and its role in the community [partnership opportunity].
- Invite local council speaker with Powerpoint presentation using old photos to talk about the area's history, development and future.
- Ten pin bowling, barefoot bowling, and croquet.
- **Keeping checking "What's On" in your area.**
- Walk through a caravan park; see how some people spend our leisure time.
- Take your ambassadors on your meals on wheels run, approach your local branch to see if they approve.
- Visit Heritage Cemeteries.
- Walk through your town or an interesting area with a list of questions – That way ambassadors can ask locals the answers and engage with the locals.
- Put together a list of questions about hosts and co-host that ambassadors' can ask at the welcome party/function, this will help break the ice and get people mixing.
- Hosts to have a welcome sign at pick up point with ambassadors name on.
- Make a sign of welcome and place outside your home, not only will this be a nice touch for your ambassadors but neighbours and passers-by may ask you about Friendship Force.
- If you are a member of another organisation take your ambassadors to that meeting. Probus, Rotary etc.

WHAT OTHER ORGANISATIONS CAN WE VISIT OR INVITE TO A FUNCTION

FFA WEB SITE

- Always check the FFA web site [FORMS] to see you are using the latest version, dated at the bottom of the page.
- Look at cooperative exchanges.
- Being an ED on an outbound exchange guideline.
- Tips on being a good ambassador.

INTER CLUB COMMUNICATION

- We need to communicate much more with other FF Clubs in Australia to share ideas, development, and programming and exchange content.
- Let other FF Clubs know quickly through our DFO's when places are available on outbound exchange, don't leave it till the last minute.
- This is most important where two or more clubs are engaged in an inbound exchange. By communication program content will not be duplicated.

***I HAVE FAILED OVER AND OVER AGAIN IN LIFE THAT IS WHY I AM A SUCCESS
IT'S ALL ABOUT ATTITUDE.***