Developing the Best Possible Leaders

Presented by
Mark Levin, CAE, CSP
President, B. A. I., Inc. and
Executive Vice President
Chain Link Fence Manufacturers Institute
The Challenge of Leadership
To Identify
-and Maximize-
Your Resources
Leadership

The ability to get things done with and through others
Brand Your Post as Something Special!

- quality
- consistency
- loyalty
- identifying slogans & images
- affiliation
- spokespeople
Proud Partner: GEICO

Our partnership with GEICO – AZA’s first Proud Partner – features a **traveling Gecko exhibit** appearing at AZA-accredited zoos and aquariums in the U.S., contributions to wildlife conservation, GEICO participation on AZA’s Earth Day Party for the Planet, and special in-person and national television appearances by the Gecko on behalf of his wild cousins.
A SHORT STORY ABOUT GROWING UP WITH AN UNFAIR ADVANTAGE.

Polio.

As one of the last American children to contract polio, Jeffrey Galpin grew up in a world of iron lungs and body casts, alone with his imagination. His story would be dramatic enough if it was just about his battle with this dreaded disease.

But Jeffrey Galpin did more than survive polio. He went on to a list of achievements in medical research—including being the principal investigator in applying the first gene therapy for HIV/AIDS.

Dr. Galpin actually credits his own incurable condition for giving him the focus that made him so passionate in his research. His story leaves us with two of the most contagious messages we know. Don’t give up, and remember to give back. If Dr. Galpin’s story inspires just one more person to make a difference, then its telling here has been well worth while.
To provide key support and information that will always be important, useful, and indispensable to fire fighting leadership.
To provide key support and information that will always be important, useful, and indispensable to fire fighting leadership.
Thong Recommendation: Giggleberries

We at the British Thong Society don’t normally promote the products of third parties. We are an independent body for independent bodies. However, when we are contacted by people politely asking us to direct member their way, we are happy to do so. So, please feel free to click on the image below and take a look at the excellent range of thongs available from the people at Giggleberries.

The British Thong Society was established in 1912 by Sir Henry Peel, who during his travels in the East, discovered the real and practical benefits of wearing the G string. The society soon had a select membership which included H.G. Wells, George Bernard Shaw, and polar explorer Captain Scott. Over the years, the Society has run events promoting thong wearing across the UK and in 1988 played host to the Duke of Edinburgh at the Society’s club in London.

The Society continues its activities, many of which are charitable and help the underprivileged. We donate over 3000 thongs to the poor each year and have recently opened offices in New York and Los Angeles, hoping to export our message across the globe.

Committee Selects Presidential Material

After a record number of nominations, the executive committee of the British Thong Society has decided to ask Mr. Chip Dale to become our new honorary president. Mr. Dale has led a highly prolific career as a dancer in Wales, twice being awarded the Golden Thong. The committee made specific reference to the way Mr. Dale has conducted himself, displaying the highest qualities as both a man and a professional in furthering the cause of thong wearing in the UK and abroad.

Contact the British Thong Society

You can visit us at our London club but should first approach us through email via the club secretary, Miss Samantha Peel. Access to the club is restricted to members only.
Dude, we totally forgot our slogan.

American Medical Marijuana Assn.
Create a Positive Leadership “Environment”

**Brand** Your Post as Something Special!

- quality
- consistency
- loyalty
- identifying slogans & images
- affiliation
- spokespeople
Be Prepared to Articulate the SAME Value Message
What Do People Do All Day?
**Value Statement Template**

<table>
<thead>
<tr>
<th>For who want or need</th>
<th>the prime benefit or outcome they require or the problem that needs solving</th>
</tr>
</thead>
<tbody>
<tr>
<td>membership to</td>
<td>the name of your association</td>
</tr>
<tr>
<td>provides</td>
<td>the solution – the highest value your association provides for them.</td>
</tr>
<tr>
<td>We do this by</td>
<td>supporting information.</td>
</tr>
<tr>
<td>Unlike we</td>
<td>the competition or “others”</td>
</tr>
<tr>
<td>as shown by</td>
<td>the uniqueness you provide</td>
</tr>
<tr>
<td></td>
<td>supporting information.</td>
</tr>
<tr>
<td>For Professionals just graduating from electrical engineering schools</td>
<td>A brief description of who the potential member is</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>who want or need to jump-start their professional careers</td>
<td>the prime benefit or outcome they require or the problem that needs solving</td>
</tr>
<tr>
<td>membership to The Electrical Engineering Society (EES)</td>
<td>the name of your association</td>
</tr>
<tr>
<td>provides a one-stop source professional development.</td>
<td>the solution – the highest value your association provides for them</td>
</tr>
<tr>
<td>We do this by supplying employment opportunities, access to continuing education, and ongoing professional recognition.</td>
<td>supporting information.</td>
</tr>
<tr>
<td>Unlike other engineering societies that focus solely on research-based efforts</td>
<td>the competition or “others”</td>
</tr>
<tr>
<td>we Have a 30-year track record of helping electrical engineers move into the top levels of the profession</td>
<td>the uniqueness you provide</td>
</tr>
<tr>
<td>as shown by compensation studies that reveal EES members earn an average 13% more than non-members in the same job</td>
<td>supporting information.</td>
</tr>
</tbody>
</table>
### SAME Value Statement

<table>
<thead>
<tr>
<th>For who want or need membership to provides</th>
<th>the prime benefit or outcome they require or the problem that needs solving</th>
</tr>
</thead>
<tbody>
<tr>
<td>We do this by</td>
<td>the name of your association</td>
</tr>
<tr>
<td>Unlike we as shown by</td>
<td>the solution – the highest value SAME provides for them.</td>
</tr>
<tr>
<td></td>
<td>supporting information.</td>
</tr>
<tr>
<td></td>
<td>the competition or “others”</td>
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<tr>
<td></td>
<td>the uniqueness SAME provides</td>
</tr>
<tr>
<td></td>
<td>supporting information.</td>
</tr>
</tbody>
</table>
Why Do People Join, Stay, and Take On Leadership Roles in SAME?

GET CONNECTED

With more than 100 Posts across the United States and internationally, SAME enables members to get connected on the local level in order to build enduring relationships among military, industry, government, and academic organizations, as well as with other professional societies. Posts are the foundation of SAME's efforts to lead collaboration in support of the resilience of our nation.

STRENGTHEN YOUR COMMUNITY. JOIN SAME.

BECOME INVOLVED

SAME offers a broad range of opportunities to become involved nationally, including the Academy of Fellows, Engineering & Construction Camps, and our Committees & Councils. By bringing together practitioners from an array of technical fields, SAME Committees & Councils serve to advance the profession while helping develop the education and training roadmap for conferences, workshops, and webinars.

SHAPE THE NATIONAL DIALOGUE. JOIN SAME.

GROW PROFESSIONALLY

SAME is committed to supporting the technical and leadership development of our members to sustain the future of the profession. From events to webinars to mentoring programs, SAME offers numerous ways to grow professionally—whether you are in uniform or a civilian, enlisted or officer, a new hire, mid-career manager, or senior executive. And through the SAME Foundation, we are positioned to help grow the next generation of military, government, and A/E/C industry leaders by creating opportunities that inspire youth to pursue a STEM career and invest in their growth.

FURTHER YOUR POTENTIAL. JOIN SAME.

STAY INFORMED

Through The Military Engineer magazine, market research reports, websites, and a vibrant collection of digital and social media platforms, SAME members stay informed of all that is happening across the A/E/C industry and the joint engineering community. We document lessons learned, share best practices, and follow the trends that matter to you, so that you can stay current in your career.

ENHANCE YOUR AWARENESS. JOIN SAME.
Why Do People Join, Stay, and Take On Leadership Roles in SAME?

It’s the only place they can go where they don’t have to explain what they do for a living!
Once you get them in, you have to get them

----------------
Remember- people are unlikely to get involved until they get engaged.
How do you define ENGAGEMENT?
Engagement

1. An agreement to be married

2. The state of being engaged: Emotional involvement or commitment
engagement

“When you pay attention to the details of the situation you are in.”
<table>
<thead>
<tr>
<th>Activity</th>
<th>Category</th>
<th>Points</th>
<th>Remarks</th>
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<tbody>
<tr>
<td>Opened email</td>
<td>email</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Clicked link</td>
<td>email</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Visited website</td>
<td>website</td>
<td>5</td>
<td></td>
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<td>Download article</td>
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</tr>
<tr>
<td>Registered online</td>
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<td>No-show</td>
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<tr>
<td>Registered online</td>
<td>webinar</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Updated profile</td>
<td>website</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Sponsored new member</td>
<td>involvement</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Committee work</td>
<td>involvement</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Attended Annual convention</td>
<td>participation</td>
<td>15</td>
<td></td>
</tr>
</tbody>
</table>
Engage Members by Asking Their Opinion

3-2-1
Once you get them engaged, they are more likely to get involved.
Understand What Members Want (and Expect) From Their Involvement

MAKING USE OF MY ABILITIES
FRINGE BENEFITS
A FEELING OF ACHIEVEMENT
A SENSE OF ACCOMPLISHMENT
PAY
A FEELING OF BELONGING
DOING CHALLENGING WORK
A SENSE OF COMPETENCE
RECOGNITION FOR GOOD WORK
APPRECIATION FROM OTHERS
JOB SECURITY
PROMOTION AND ADVANCEMENT
<table>
<thead>
<tr>
<th>Motivation</th>
<th>Score</th>
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<tbody>
<tr>
<td>Making use of my abilities</td>
<td>5</td>
</tr>
<tr>
<td>Fringe benefits</td>
<td>12</td>
</tr>
<tr>
<td>A feeling of achievement</td>
<td>7</td>
</tr>
<tr>
<td>A sense of accomplishment</td>
<td>1</td>
</tr>
<tr>
<td>Pay</td>
<td>3</td>
</tr>
<tr>
<td>A feeling of belonging</td>
<td>9</td>
</tr>
<tr>
<td>Doing challenging work</td>
<td>6</td>
</tr>
<tr>
<td>A sense of competence</td>
<td>8</td>
</tr>
<tr>
<td>Recognition for good work</td>
<td>2</td>
</tr>
<tr>
<td>Appreciation from others</td>
<td>10</td>
</tr>
<tr>
<td>Job security</td>
<td>4</td>
</tr>
<tr>
<td>Promotion and advancement</td>
<td>11</td>
</tr>
</tbody>
</table>
MAKING USE OF MY ABILITIES             5
FRINGE BENEFITS             12
A FEELING OF ACHIEVEMENT              7
A SENSE OF ACCOMPLISHMENT              1
PAY **NOT!!**
A FEELING OF BELONGING             9
DOING CHALLENGING WORK             6
A SENSE OF COMPETENCE              8
RECOGNITION FOR GOOD WORK             2
APPRECIATION FROM OTHERS           10
JOB SECURITY                     4
PROMOTION AND ADVANCEMENT           11
MAKING USE OF MY ABILITIES 5
FRINGE BENEFITS 12
A FEELING OF ACHIEVEMENT 7
A SENSE OF ACCOMPLISHMENT 1
PAY NOT!!!
A FEELING OF BELONGING 9
DOING CHALLENGING WORK 6
A SENSE OF COMPETENCE 8
RECOGNITION FOR GOOD WORK 2 & 3
APPRECIATION FROM OTHERS 10
JOB SECURITY 4
PROMOTION AND ADVANCEMENT 11
Recruit the Right People the Right Way
Do Some Effective Leadership Orientation
Putting the Best Leadership Team Together
1. Have a **PLAN** for leadership succession, not a **PRAYER**.
2. Use **TERM LIMITS** as one way to **INSTITUTIONALIZE** some leadership turnover.
3. You know what’s coming, so find a place for those “experienced” groups of leaders.
I went to the doctor with fluid on the knee and he said "You're not aiming straight"
Ways to Engage Older Members

- Liaisons
- Writers
- Speakers
- Mentors
- Recruiters
- Planners
Mind the Gap

The Generation Gap
4. At the same time, be prepared to answer the five basic leadership questions YOUNGER MEMBERS will have.
Five Questions Young People Ask Before Volunteering

What is expected of me?
What training will I get?
How much time is involved?
How many others have volunteered?
Has anyone like me already volunteered?
What is Your Post Doing to Attract Younger Members?
Find ways to use TECHNOLOGY to engage your members (especially younger members).
5. Don’t let your Post’s structure be a **BARRIER** to
6. Organize by OUTCOMES
7. Be sure to consider **CULTURAL** differences as well as **GENERATIONAL** differences.
8. Set your leaders up for success by providing LEADERSHIP TRAINING.
9. When it comes to getting people to commit to leadership, the **WHO** is just as important as the **HOW**
Leadership

The ability to get things done with and through others
Effective Leadership

The ability to get a LOT of things done with and through others
The Value of Committees
combined expertise
various viewpoints
buy-in/ownership
training ground for future leaders
delgation
BETTER DECISIONS
Committee Drawbacks

SLOW

invites conflict

can lead to riskier decisions

(group accountability vs. individual)
Use The Agenda to Set Up a Successful Meeting

A GOOD Agenda Can Help in Several Ways

1) It focuses the meeting content
2) It helps promote attendance
3) It helps members prepare to participate
4) Once the meeting starts, it’s a management tool for the Chair
Capital Region Post, SAME
Board of Directors Meeting
November 28, 2019

Purposes: The purposes of this meeting include:
- Approving the Post budget for 2020
- Making a final recommendation on the Silent Auction rules
- Acting on recommendations from the Membership and Program Committees
- Determining who will represent the Post at the SAME Annual Meeting/100th Anniversary

AGENDA

Opening remarks ..................... Bill Smith, President
Previous Minutes ..................... Ellen Jeffries, Secretary
Financial Report ..................... Liz Jones, Treasurer

Old Business
  a) Annual Meeting representative*
  b) Final report from CE Committee

*denotes action needed
<table>
<thead>
<tr>
<th>BEHAVIOR/ACTION</th>
<th>POSSIBLE REASON FOR ACTION</th>
<th>SOLUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talking too much; dominating the meeting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Argumentative or defensive</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Side conversations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Won’t talk</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personality clashes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
consensus

1. General agreement or accord
2. Majority of opinion

True consensus

Everyone agrees to support the decision once it’s made!
integrity

firm adherences to a strict code of behavior or values

integrity

what you do when no one is looking!
5 Steps to Building Your Leadership Team

Proper Recruitment
Effective Orientation
Customized Training
Adequate Delegation
Appropriate Recognition
10 Things You Can Do to Make This the Best Year Your Post Ever Had

Society of SAME
American Military Engineers

SAME Mission
"To lead collaborative efforts to identify and resolve national security infrastructure-related challenges."

JOIN NOW
Dedicated to National Security Since 1920

WELCOME TO CHESAPEAKE POST
1) Let Them Make Ice.
DELEGATION is a leadership skill
The World’s Most Influential People

THE TIME 100

Gabrielle Giffords

David Cameron

Justin Bieber

Michele Bachmann

... and 96 more
TELEVISION PRODUCER

Oprah Winfrey

The queen of daytime, now 24/7

By Ted Turner

This September, the show that has transformed daytime TV and inspired, improved and changed the lives of people around the world will wrap its 25th and final season.

I have always admired independent thinkers, those with the courage, faith and intuition to forge their own ways. In business, these pioneers take calculated risks; care less about bottom lines and more about ideas and innovation; and are interested in bettering the world along the way. Oprah, 57, defines this approach. She has not only made it to the top with the cards stacked against her, but she has also made extraordinary contributions to our global community through her philanthropic efforts.

CNN revolutionized the news based on a good idea, good people and a lot of inspired guesswork. Under Oprah, the OWN channel is primed to combat the tired programming we’ve become accustomed to with smart, enlightened, informative content.

I have often said that if women ruled the world for the next 500 years, we’d all be better off. I have a feeling that with the possibilities at Oprah’s fingertips, we may be one step closer.
2) Try to Be More Like OPRAH
LISTENING is a leadership skill
3. Realize That Not Everyone Does Things the Way YOU DO.
TYPE A  
(LEFT BRAIN)  
- verbal  
- analytical  
- processes information sequentially  
- looks at pieces first  

TYPE B  
RIGHT BRAIN  
- visual  
- intuitive  
- processes information simultaneously  
- looks at whole first  

Roger W. Sperry  
Nobel Prize Winning  
Psycho-biologist
NEGOTIATING is a leadership skill
4) Give in to the Fact That TECHNOLOGY Rules
I’m So Much Cooler Online

Mark Levin
Using Technology Effectively is a Leadership Skill
5) Lead By Example
Ask ONE
PROSPECT to JOIN

WE WANT YOU
We only need one new member.
I thought of you.
Scotland **noun** nation of spectacular wildlife including red squirrels, golden eagles, dolphins and Caledonian pine forest. The Scottish Wildlife Trust has fought to protect Scotland’s wildlife for nearly 50 years and provides safe havens for wildlife on 120 reserves.
Join the Scottish Wildlife Trust today.

Call: 0131 312 7765
Visit: www.swt.org.uk/onenewmember
Scottish registered charity: SC005792

You’ll receive:

• Free entry to our Visitor Centres and reserves.
• Subscription to our Scottish Wildlife magazine for adults, and Wildlife Watch magazines for children aged 5 to 14 (Family or Watch memberships).
• Free copy of our Exploring Reserves booklet.
• Free or discounted entry to events and guided walks.
• Opportunity to get involved in your local members’ group and children’s Wildlife Watch clubs.
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PERSONALIZATION is a Leadership Skill
6) Figure Out How to Draw a Picture of....
Being **VISIONARY** is a Leadership Skill

I AM A VISIONARY.
7) Really, Really Feel Their PAIN.
empathy
understanding another’s feelings or motives
leadership empathy
they believe you understand their situation
Having Empathy is a characteristic

COMMUNICATING EMPATHY is a leadership skill
8) Put More OR’s in the Water
ENGAGING OTHERS is a leadership skill
9. Be Aware of the LIVES We TOUCH
RECOGNITION is a leadership skill
10) Learn How to Give the GIFT of LEADERSHIP
The Gift of Leadership

What You Take Away -and USE- From Your Leadership Experience
Leadership

The ability to get things done with and through others
Effective Leadership

The ability to get a LOT of things done with and through others
Exceptional Leadership

The ability to initiate change with and through others.
Leaders make things possible. Exceptional leaders make them inevitable.

— Lance Morrow —
The Goal of the SAME Post Leaders Workshop: 

Developing Exceptional Leaders
Developing the Best Possible Leaders

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Mark Levin, CAE, CSP
President, B. A. I., Inc. and
Executive Vice President
Chain Link Fence Manufacturers Institute
Texting Shorthand for Millennials

Texting Shorthand for Boomers
FWIW

for what its worth

FWIW

forgot where I was
LMBO
laughing my butt off

LMDO
laughing my dentures out
talk to you later

TTML
talk to me louder
ROTFLUS

rolling on the floor laughing and unable to speak

ROFLACGU

rolling on the floor laughing and can’t get up
The Best Year
Your Post Ever Had

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Mark Levin, CAE, CSP
President, B. A. I., Inc. and
Executive Vice President
Chain Link Fence Manufacturers Institute