

Success Newsletter

An Ali Lassen's Leads Club International Consultant Publication



LEADERSHIP

SUMMER 2007

President's Message

The Importance of Leadership Orientation/Management Team Training

Greetings Consultants;

Have you ever heard an incoming Team Member say any of the following?

1. I've been in Leadership positions with other organizations before, I don't need training.
2. I've been on the Team in our Chapter before, I don't need training.
3. I'm busy, I can read the manual and get it done and I don't need training.

Training sounds rigid and formal. Even though the Leads Club system is formal and structured, we are working with creative and independent people in the Chapters. May I suggest we adjust our terminology and refer to Training as an Orientation? Here are definitions of the two words:

Training is defined as to teach so as to be fitted, qualified or proficient.

Orientation is defined as to acquaint with the existing situation or environment.

Would you rather attend Training or an

Orientation? An Orientation sure sounds better to me.

Now, back to the questions. Why is an Orientation important?

- Gathering the three new Team Members together gives them an opportunity to get to know each other and set goals.
- This is also a time for you to share what you do to support their efforts.
- Introduce new systems and procedures.

Thank you in advance for making new Team Orientation a priority.

Thank you as well for all that you do to keep Leads Club the best!!



Lisa

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Special points of interest:

- Training Defined
- Orientation Defined
- Tips for Training Success

Spotlight: Eileen Elliott's Consultant Conference

On June 26, eight of our most knowledgeable and experienced Chapter Consultants from the Los Angeles/Orange County Region met with Eileen Elliott, their Executive Director for a Conference. I was fortunate to attend and enjoyed hearing their enthusiasm and dedication to their Mem-

bers. One of the highlights of the program was a session with Focus groups and discussion of issues critical to the success of their Members.

Here is an overview of what the Focus Groups created.

(Continued on page 2)

*You may never leave
the places you love.
Part of them you take
with you, part of you
is left behind.*

Ali's Ceiling Sayings

Consultant Spotlight Con't

(Continued from page 1)

How to re-energize a Chapter with long standing/content Members

- Contests and games: Create a team spirit
- Mixers: Have a theme
- Visitor Days: aka Rolodex Day
- Focus: Choose one specific category per week that all Members will look for
- Fireside Chat: Have a heart to heart with the Members regarding attrition and their commitment
- Have Members hold each other accountable
- Online marketing, e newsletter, weekly email, send Leads Letter to Visitors
- Have more than one visitor in a particular profession (part of Visitor Day concept)

- Encourage Teams to send duplicates to your Chapter Consultant
- Public service announcements: Radio, TV, keep them short and sweet
- Suggest Members tap their existing circle of influence

Ideas for dealing with personality issues adversely effecting Chapter dynamics

- Look for alignment not necessarily agreement
- Encourage the Management Team to try to resolve the issue first
- If Team does not solve, follow up immediately and attempt to resolve yourself
- Keep all discussions private
- Use you Regional Office for accountability
- Reference Member Handbook, Team manual and online FAQ's

How to handle Members who receive Leads but do not give them

- Create a Meeting day focus: for generating Leads
- Pass out Leads Charts and Panned Out/Dollar Value number with Member's name beside them quarterly or semi-



annually

- Have highest Lead generators help low Lead generators
- Show low Lead passers how they will benefit by becoming known as the referral source as it will help them become more valuable to their clients
- Create an atmosphere of pure generosity of spirit
- Have Consultant speak with low Lead passers privately offering their assistance
- **Begin and end on time**
- Start on time regardless of how many are there
- Set timer to alert everyone that the meeting is starting
- Do not go back and let late comers do 30 second promotional

- Early bird drawings
- Read purpose and reiterate that being professional means being timely

Are weekly, face-to-face meetings still a viable option

- Building relationships is better in person

- Have one on ones shows the value
- Home based businesses enjoy/benefit from meeting with other people face to face.

How to create enthusiasm during Meetings.

- Use Program Variations
- Use props, visuals, candy, and the dictionary
- Have Members sit in different seats at the meeting
- (Tools to support this process are place cards or business cards)
- Utilize all Chair Positions

Please join me in thanking the following Consultants who contributed to the information contained in this article:

Donna Adams, Linda Anderson, Anne Batiste, Cheryl Hayes, Ale Hogue, Gail Johnson-Wheeler, Lynda McGinnis, Julie Paris and Brie Scott-Wells.

Are weekly, face to face meetings still a viable option?

- *Building relationships is better in person.*
- *Have one on ones shows the value.*
- *Home based businesses enjoy/benefit from meeting with other humans.*

Consultant S.O.S.

Question: What if no one offers to be on the new Leadership Team?

Answer: This is a real concern of some outgoing Directors as they face one of their final duties, selecting the new Team. The key here is to make it a “Selection” vs. general announcement asking for interest. To begin, we suggest that the Director discuss their ideas with you and their fellow Team Members. Once the people are identified, the Director can contact the potential new Director outside of the meeting format. Something as simple as:

“We are approaching the time for new Leadership in our Chapter. John, Jane and I have discussed who we would like to have on the new Team. Your name came up as our first choice because you demonstrate Leadership qualities that we believe can make a positive impact on our Chapter. Have you considered taking a Leadership



role?”

This question can be followed with a success story from the outgoing Director:

“During the past 5 months I have enjoyed the opportunity it has given me to keep in closer contact with John and Jane.

This has definitely helped me be able to give them more Leads, just by the fact we communicate more frequently because we are on the Team.”

Now, back to the question, what if the candidate says no? At that point I ask them if they will consider a Chair Position. Remind them that the Chair Positions are a quick and easy way to heighten their profile in the Chapter and assist those who are willing to take a Team Position.

It is helpful to have Chair Positions filled as well so the potential new Team knows they will have support of other Members when they agree to be on the Team.

Cheerfulness is the ground in which all things grow and blossom.

-Ali's Ceiling Sayings

“Once the people are identified the Director can contact the potential new Director outside of the meeting format.”

10 Minute Talk

What Is Leadership?

What is the difference between Leadership and Management? As business people we are constantly balancing the two.

We must be Managers to keep things going in our offices. One saying is that when you are an Entrepreneur you are “Chief Cook and Bottle Washer”. Even though this is an old saying, it’s true. Managers are those people who dot the I’s and cross the T’s on all that needs to be accomplished to keep your company running. For some it is Payroll, planning, marketing, speaking with customers and suppliers and so on.

What does a Leader do? Leadership to me is the spirit and future of a business.

The inspiration to create new systems



and products for expansion and keeping pace with most business’s competitive environment.

With this introduction, insert some of your own examples, ask the Members to share their definitions of Leaders and Managers.

Remember, interactive presentations are often the most memorable and enjoyable.



ALI LASSEN'S
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*Providing Effective
Means to Increase
Business*



30 Second Promo

*How I support your Chapter during
Change over and how can you?*

I'm ____, your Leads Club Chapter Consultant. Your Team is quickly approaching the end of their term and we are discussing candidates for the next 6 months. A great way to increase your visibility in the Chapter is to volunteer for a Leadership role on the Team or as a Chapter Chair position. Please contact me if you are interested in this opportunity.

*Executive Director Alex Moharos
uses this dialogue to describe
what he does for Leads Club*

"I am in the business of creating the environment for entrepreneurs such as yourself to excel in their business and self actualize."

Program Variation

What public figure/leader do you admire most and why?

During your last 30 second promotional, share your name, business name, what type of Leads you are looking for and: What public figure or Leader do you admire most and why?

Team Password Change

The password for the Leadership Team to access the various forms on the Leads Club Website:

www.leadsclub.com/team/teamforms.shtml

New User ID: team

New Password: leader

What's New at Leads Club?

CHAPTER CONSULTANT TELE-CLASS *TECHNOLOGY AND YOU*

Presenter and Moderator:
LISA BENTSON, President

Please join us for the August Consultant Tele-Class on **Monday, August 20, 2007, at 2:00 PM (PT)**, using the changes to the system. Note the **new telephone number (641) 715-3437 to review this session** and following recorded sessions. The one access code is used to join the call and to listen to the recorded session. The Chapter Consultant Tele-Classes are held on a Monday each month at 2:00 PM (PT).

Agendas are presented in a lively and interactive format with Consultants from throughout the Leads Club system sharing their experiences and tips. You may participate in part or all of the hour as your availability allows. If you are unable to participate, be sure to listen to the taped session.

EMERGING CHAPTER TELE-CLASS

Join us on the following Mondays in August and September for the Emerging Chapter Tele-Classes. The Tele-Classes will be held from 8:00 to 8:30 AM (PT).

Agendas are presented in a lively and interactive format and include reference to "The Time Line". The Regional Offices, Chapter Consultants and founding Chapter Directors from throughout the Leads Club system are welcome to share their progress, experiences and tips. You may participate in part or all of the session as your availability allows. If you are unable to participate, be sure to listen to the taped session (following the instructions below.)

August 13

August 20

August 27

Sept. 10 (Special Celebration Call)

