

POWERLines

Transmitting your membership power ideas.

April 2010

From the Editor

Hi Everyone,

As I write this I feel sure that many of you are getting ready for your Region Conference. I know that here in Australia we are making final preparations for our Australian Region Conference in Hobart, Tasmania. We are fortunate indeed that this is the home town of our International President who will be joining us for the Conference.

It certainly makes for a busy time, but what a great opportunity to further share our ideas and lessons learned. Have you shared with any non POWERtalk members how great your conference will be and invited them to come along?

Let me take this opportunity to thank everyone for the great articles that you have been sending. I am sure that you have all been heartened by the success stories and super innovative ideas. Thanks for sharing your ideas with us, and for those who

have not yet contributed – don't miss this opportunity!

It would also be useful to find out whether anyone has tried any of the ideas suggested in previous articles and what the results were. If anyone has, do write and let us know. After all we learn as much from our failures as we do from our successes don't we? So please drop us a line and let us know what your experiences have been.

Also, don't forget to let us know about any ideas to help improve the newsletter. I am definitely in the business of 'continuous improvement' and appreciate your input.

Looking forward to hearing from many of you in the months ahead.

Let us continue to maintain the Enthusiasm, Expansion, and Excitement of our fabulous organisation.

Please send your contribution to Sue Ballard at:

sueballard@aussieisp.net.au all your articles will be included.

Regards

Sue Ballard, Editor, POWERLines

Fellow of ITC, Corporate Trainer

PREM

By: Ásthildur Sigurdardóttir, Recruitment Chairman

PREM Recruitment Chairperson for this term is my first assignment at the International level of our organisation.

My name is Ásthildur Sigurdardóttir and I am a member of Iceland Region. I have been a member for 16 years and held most positions at all levels within the Region. I was the Iceland Region President for the term 2007-2008. Six of seven clubs in Iceland Region, as well as the Region board, operate in the native language Icelandic. Only one club conducts in English.



For almost 20 years I have held the day job position of an office manager for the City Advocate of Reykjavík, the capital of Iceland. Apart from *POWERtalk* activity, which occupies most of my free time during the *POWERtalk* active months of each term, I have various interests mainly involving people, nature, travelling and culture.

The other two members of the Recruitment team are Elisabeth Hütenmair, Austria, member of Europe '92 Region and Felicity Cory, South Africa, member of Two Oceans Region. Both are experienced long-term members.

The 10.000 members goal. One plus One - Every member bring a member

The International President's quest with the vision of doubling the membership and growing to 10.000 this term, is a goal I am sure we all want to achieve. We also need to accept the important fact that the responsibility for achieving this belongs to every member individually, every club, council and every region.

Quoting our International President Margaret Sutherland in her inaugural speech "If we all introduced just **one** member to the organization this term – what a difference it would make". Members, let us make the difference with an universal effort and we are on our way to 10.000 members.

The role of PREM committees is assistance in reaching the goal of ten thousand members, as well as maintaining it, by providing tools, strategies and motivational ideas. The aim is to develop *POWERlines* into a high-powered tool as an interactive newsletter scene as well as consolidate the International website.

Respecting diversity

As an International organisation accepting universal core values, we must also accept and respect the diversity of habits and cultures, social structure and circumstances, different regional active seasons depending on locations on the globe, as well as language barriers. Same strategies and methods do not necessarily suit all and in instances have to be customised. We have to focus on developing conclusive methods in extension and recruitment by constructional internal communications.

Action

In our organization, recruitment is by nature an ongoing thing - a non-ceasing quest – at least to maintain the number of members, and certainly

to increase the membership. Likewise, we have to accept that a certain turn-over in membership is a natural and healthy thing.

The basics of successful recruitment are universal for Club, Councils and Regions

1. Budgeting - Lump-Sum or Head money
2. Goal setting -Long-term as well as short term
3. Action plans with timeframes and follow ups
4. Training sessions on PREM

Tools:

1. E-mails
2. Internet widgets: Web pages, Blog Spots, Face-book, Twitter etc
3. Newsletters
4. Promotion material
5. Competitions
6. PREM projects

Methods & strategies:

1. One on One
2. Take five (and bounce back) and/or the Elevator speech
3. Individual possession, carrying and distribution of *POWERtalk* business cards, brochures, bookmarks.
4. Walking the walk and talking the talk

The Recruitment team goals for this term are to:

- Establish contacts with region boards and their PREM chairmen to target persons concerned for feedback.
- Encourage each club to carry out at least one PREM project. - Interactive feedback.
- Encourage each member at all times to carry a few business cards, brochures/bookmarks etc. As well as walk the walk and talk the talk.
- Support constructional internal communication.
- Consolidate the International website and Internet widgets.

Quoting former International President Wilna Wilkinson "Dare to be great again" the Recruitment team encourages each member to take the One plus One - Every member bring a member action, every club to hold a PREM training session and every Region board to set PREM goals.

Success of PREM is established on successful training. Successful training is founded on the quality of training.

Please remember that feedback is important.

Looking forward to communicating with you all

Ásthildur

asthsig@gmail.com

Lets all to help ensure these recruitment goals are achieved in all our clubs.
Thanks Ásthildur.

Sue

Publicity

70 GREAT THINGS ABOUT POWERTALK INTERNATIONAL

POWERTALK HAS IT ALL! – FROM A TO Z

By Shelly Petley, Fredericton POWERTalkers, Northeast Region

1	A Accreditation program - a great way to track your progress
2	B No political, social, economic, racial or religious bias
3	Training in body language and gestures
4	C Conventions with an international flavour
5	CLO network – a great way to stay in touch worldwide
6	Chances to serve on committees and be coached by the best
7	Certification programs – speech contest judges, short course trainers
8	Clubs – the basic components of the organization
9	Council meetings – the first chance to practice with a larger audience
10	Our Creed – to foster free and open discussion on all subjects
11	Promotes community involvement
12	D Focus on learning by doing
13	Debates and panel discussions
14	Division VPs - great champions
15	E Effective evaluations - a fantastic encouragement
16	POWERTalking e-magazine – very professional
17	Extension manual & starter kit – great help in starting a new club
18	F Lifelong friendships made – “need I say more”
19	Fellows of ITC – la crème de la crème
20	G Training in how to present/accept a gift – very useful
21	Personal growth
22	H An inspiring History – since 1938
23	I Information on any topic – as evidenced by great educational features
24	Bright ideas are rewarded
25	J Joining mid-year is a breeze with reasonable, prorated fees
26	Training in when and how to tell a joke or story
27	K Our crackerjack “ Kiwi ” team at IMS
28	L Leadership training
29	Improved listening skills
30	POWERTalk logo - very sharp
31	Letter to your employer with each Accreditation level achieved
32	M Mentoring by top-notch members

33	Training in how to deal with the media
34	Our Motto – to love our language and use it with grace and facility
35	N Networking opportunities
36	O Orientation programs – a wonderful way to welcome new members
37	Improved Organizational skills
38	Online shopping and dues payment – makes it so easy
39	P PREM committees at all levels
40	Positive feedback
41	Lessons in head table and flag Protocol
42	Learning parliamentary procedure and effective meeting procedures
43	Training in platform presence
44	Lots of opportunity to practice skills
45	Project tracking charts to measure progress
46	Progress at your own pace
47	Professionalism of the members
48	Q Quality training – second to none
49	R Recognition of a job well done
50	Region conferences – training and networking opportunities
51	Roundtable evaluations and discussions
52	Training in how to write reports
53	S POWERtalk Short Course – great for recruitment and existing members
54	Training in speech construction and delivery
55	Speech contest – for those who enjoy competition
56	T Travel near and far
57	Learning the advantages of teamwork
58	Ten Tips – back to the basics
59	Table Topics – a fun way to practice impromptu speaking
60	U Uncompromising standards – expect the best to get the best
61	V Training in vocal effectiveness
62	Training in the use of visual and technical aids
63	Variety in programs
64	W Workshops – learn from others, then advance to teaching others
65	International Website – very professional
66	Writing contest – we’re not just about public speaking
67	Willingness to share knowledge and experience
68	X Meeting members from around the world - a great cure for Xenophobia
69	Y Young and old are welcome – there is something for everyone
70	Z Zenith program – a great way to target the youth market

This is great!! No wonder we gain so much from our membership! Sue

HOW TO GET PEOPLE TO READ YOUR POSTERS AND LEAFLETS

Taken from *Marketing Communication Training* provided through the Consortium for organizations across Cheshire and Warrington

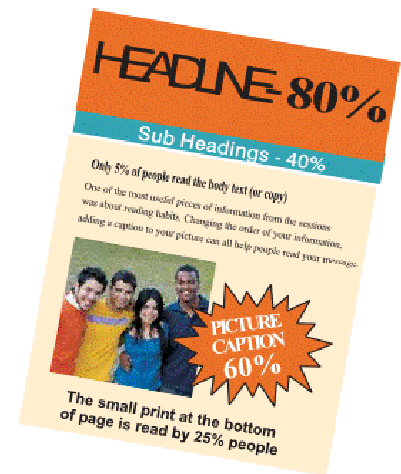
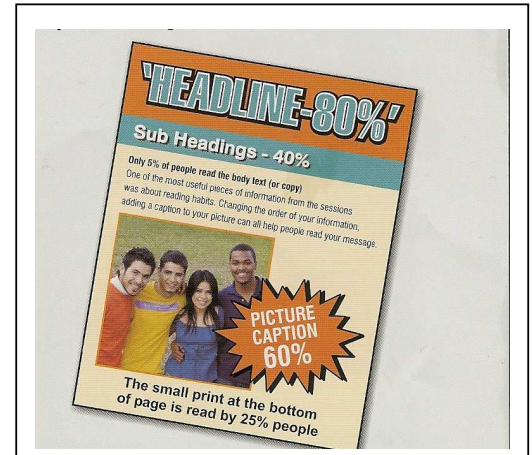
HOW TO GET PEOPLE TO READ YOUR POSTERS AND LEAFLETS

Ever wondered what grabs most people's attention in an advertisement, whether this is a flyer, poster, leaflet etc? Research into which parts of an advertisement people read and in what order they read it has shown that:

- ✓ The Picture is 'read' by everyone
- ✓ The headline is read by 80% of people
- ✓ The Picture Caption is read by 60% of people
- ✓ Sub-Headings are read by 40% of people
- ✓ The small print at the Bottom of Page is read by 25% of people
- ✓ Only 5% of people read the body text (or copy).

DID YOU KNOW

- ✓ It has been estimated that 28% more people remember headlines which are set in quotation marks.
- ✓ A full stop at the end of your headline kills the article because people stop reading and move on to another advertisement or story.
- ✓ Headlines below your illustration/picture are read by 10% more people than headlines above your picture.
- ✓ About 5% of people who notice your advertisement will go on to read the body copy.



This is useful information we can all use, when we send our articles to the Sue

Recruitment

40 YEARS AND GOING STRONG!

By Laura Beard, Buckeye Club, Heart of America Region.

The Buckeye Club, will be celebrating their 40th anniversary next week.

Next month, we are getting ready to start another round of the POWERtalk Short Course classes here at State Farm. This will be our 4th class.

Also, Leslie Smith, SC, and I have been asked to come in and talk about POWERtalk, the importance of presentations skills, and the benefits of POWERtalk once a quarter during a course that State Farm is teaching entitled, "Build Your Brand to Market Yourself Effectively". We're very excited about this opportunity!

Yesterday, we held our annual speech contest that included 12 8th graders from a local middle school. We partner with the local Toastmasters club, and the Adopt-A-School Program here at State Farm. We go into the classes for 4 weeks working with the kids on prepared and impromptu speeches and then hold a contest here at State Farm. We award 1st, 2nd, and 3rd places for prepared and for impromptu speeches. It's always a lot of fun and the school and the kids look forward to us doing this every year. This is a huge undertaking and one of our members, Anna Morgan, is the chair of this event and does a phenomenal job organizing everything and getting the volunteers to help.

This is so impressive!! Come on everyone, lets hear from anyone who can match this!

Sue

Extension

*By Geraldine V. Lightfoot, D.C., Fellow of ITC
FELLOWS Coordinator 2009-2011*

"We , as members of POWERtalk International, hereby pledge to improve our communication and leadership skills in order to achieve greater understanding throughout the world."

How seriously do you take these words? And how seriously do you mean them when you recite the pledge at a POWERtalk International meeting?

As members of our great organization we have been provided with many tools to accomplish our pledge. A major tool is our POWERtalk Short Course. Are you familiar with this tool? Are you one of the more than 200 members who have been trained to present this training?

The POWERtalk Short Course consists of 6 modules:

PLATFORM PRESENCE
BODY LANGUAGE & GESTURES

VOCAL EFFECTIVENESS
SPEECH CONSTRUCTION
TECHNICAL AND VISUAL AIDS
PUTTING IT ALL TOGETHER

The intention of running a short course is for your club to gain –

- ✓ publicity and credibility
- ✓ new members
- ✓ greater training expertise
- ✓ opportunity
- ✓ income
- ✓ Improved quality of programs for continuing members

A new short course manual is available to help members present this training while allowing trainers to be creative in how the training is given. It allows trainers to gear the course to individual groups. If you are interested in finding out more about this excellent course you can review the manual at our POWERtalk website - www.powertalkinternational.com Resource Centre. We have Fellows of ITC ready to help you with organizing and presenting a POWERtalk Short Course. Think about it!

For further information contact Geraldine Lightfoot at gerryvl@thot.net

Thanks Gerry, Let's hope the website is bombarded with hits to retrieve the manual. It is certainly a fabulous resource. Sue

Marketing, Membership & Mentoring

WHAT IS A CLO?

By Bobbie Lyons, Air Talkers, Golden West Region.

When I first saw the acronym CLO I spun it around in my head to make sense of it. My diabolical brain came up with many possibilities. Among them were Chicken Little's Ova, Chocolate-Laced Oreos, and my personal favorite Cute Little Oldie.

But before I reveal the true meaning, let us return to the Dark Ages, 2002-2003, when I was president of the GWR. That was when ITC decided to modernize their communication system and many electronic messages were sent to the region presidents for distribution. I dutifully cut and pasted, printed, telephoned, and either emailed or "snail mailed" the information.

In the winter of 2003 messages appeared in my inbox addressed to the GWR CLO. Bewildered I telephoned our all-knowing president, Shirley Seim. I asked her "who and what is a CLO?" Shirley replied, "In November I was told to appoint a GWR CLO. It means Communication Liaison Officer and your it!" "Gee, thanks for telling me!" I said. "You're most welcome," she replied sweetly and hung up. The CLO network was started and a star was born. Because there was no instruction manual and batteries were not included I had to set up my own rules.

The messages began to arrive with more frequency and increase in length. There was no money in the GWR budget to cover me so, I forwarded them first to the GWR Board, and then to the club presidents asking them to forward them to their members.

A couple of years later ITC requested that each club appoint a CLO. (Now we were beginning to get somewhere.) I filled their email inboxes. Then, I wondered who informs the members-at-large? I posed this question to ITC headquarters and they replied "we're working on it!" Every time someone visited the region who was higher up in the chain of command I asked the question and the answer was always "we're working on it."

Finally, three years ago, ITC decided that the vice presidents of each division would keep the members-at-large informed. At the same time they also appointed an ITC CLO So, now the CLO network is complete and I hope every member of the GWR is receiving all the information they require.

I have been the CLO since the inception of the office and besides forwarding messages I have been asked to help in other ways; like contacting prospective members and putting members in contact with the person who can resolve their problems.

I have enjoyed the office, partly because I enjoy getting the information first and partly because even though I am not of the Hebrew faith, I am a "yenta" and like to relay bits of gossip. But, I also enjoy it because it keeps me in close contact with all my ITC friends.

I hope the CLO network never breaks. Remember, club presidents, your CLO is an appointed officer and should be listed as such on your club's roster. Many thanks to all the diligent clubs CLO's with whom I have worked.

So, now you know, a CLO means Communications Liaison Officer. But personally I prefer Cute Little Oldie.

Your GWR CLO – again,

What can I say – you Cute Little Oldie you! I really believe we just couldn't function without the great job that all our CLO network.

Sue

GETTING VISITORS? EASY, PEASY!

By Heather Porter, Waverley Communicators, Australian Region

I almost hung up when someone phoned right on dinnertime this evening! But it wasn't someone trying to sell me stuff I don't want – it was someone calling on an impulse because they'd just read our club's FREE promo in the "What's On" section of our local newspaper.

So I quickly changed from sounding grumpy and defensive, to "How fantastic that you decided to call us. What made you decide to call?" (I've learnt that asking that simple question means that I have a chance to explain what our club has to offer that MEETS the person's needs.)

Carmela had just become President of a school Parents' Association, and she was seriously nervous about her ability to fulfil her responsibilities.

It was great to be able to gently explain that we have helped many people just like her, and that, not only could we help her gain confidence, but we could help her learn to run a super efficient business meeting. She's promised to visit next week.

Via our very dependable Publicity Chairman Hazel Wilson, Waverley Communicators has free advertisements in three local newspapers – every month. My phone number is on the advertisement. We receive a steady stream of enquiries. Not all of them visit, but a good proportion of them do.

I have learnt from experience that people don't seem to want TOO much information, so I've stopped emailing our detailed brochure. We keep that for when people visit and have experienced what we have to offer. What I DO is to follow up IMMEDIATELY with a very friendly email, saying how pleased I was to have the chance to chat, and how I'll be looking out for them if they decide to visit on (date and time) at (address).

Our members are lovely to visitors, and no one could possibly feel unwelcome. That's REALLY important, because people are bound to be nervous when they have to enter a room full of strangers.

This strategy has been the most consistent and relatively easy way to achieve a continuous stream of potential members, and it's what has helped Waverley to be among the larger clubs in our organisation for many years.

It delights me when I read something that sounds so simple but is obviously so successful. Hopefully many other clubs are copy your formula and grow in membership.

Sue

KEEPING ON WITH WHAT THEY ENJOY!

*By Una Ó. Kristinsdóttir, Hafnarfjorður, Iceland
On behalf of POWERtalk Club ITC Iris in Hafnarfjorður, Iceland*

For the last two years our club has consisted of about nine to eleven women. Member of the club participated in an exciting debate between POWERtalk Iceland Region and the members of Hafnarfjorður City Council, whose leader was the mayor in person. It goes without saying that POWERtalk orators were the winners.

In the autumn of 2009 ITC Iris celebrated it's thirtieth anniversary, as the oldest club in Iceland. Former members were invited and honoured. A renowned violinist played for us on his Stradivarius and the choir of Flensburg High School sung for us a few songs. It was quite a memorable event.

Club members have been active in trying to increase the number of members by handing out leaflets, advertisements and invitations to our meetings. Although presently being only a small group, members of club ITC Iris won't lose heart for they are dynamic women who love and enjoy what they are doing. POWERtalk has made them stronger and excelled their self-confidence to tackle life itself better than they had ever been able to dream of.

Yes, I think we all need to remind ourselves about what POWERtalk gives us...an then tell others about it!
Sue

WHEN YOU GO FISHING...“BAIT THE HOOK WITH FOOD THE FISH WANTS, NOT WHAT YOU LIKE.”

By Marjorie Brooke, extract from Great Britain’s Autumn 2009 Newsletter

So said Will Rogers, and his message is pretty clear.

Let’s look at our POWERTalk publicity with the eyes of a fish. What should we put on the hook to appeal to a wild creature that does not want to be caught, who would die rather than speak in public or chair a meeting? In other words, what is the equivalent of a plump wriggling worm for our elusive new member?

When designing publicity material, it’s a great temptation to promote those aspects of POWERtalk that have the most appeal for us. Of course we are all experienced and enthusiastic communicators, and we love to talk about the challenges of POWERtalk – about self-development, leadership skills, goal setting, evaluation, committees and more. Words that are exciting to us but probably fill our prospective new member with dread. This is the equivalent of baiting our hook with a roast beef sandwich – and then we wonder why the fish swims on by.

Our marketing material must be focussed on the issues that matter to a novice speaker – how to face your fears, how to gain the courage to speak out to one or one hundred people, how to become a confident communicator. If we can present POWERtalk in a way that is tempting, then the most reluctant speaker will want to come along, will want to taste the POWERtalk experience.

We must remember that there are many different kinds of fish in the pool – all responding to a different lure. Some can be caught with a fly or a feather, others with a maggot or even a piece of bread. Our marketing messages must also be different and must be carefully targeted at specific audiences – those who are just starting their careers, those who are ending their working lives and need a new challenge, those who are looking for an interest outside the home.

It means a change of perspective – instead of thinking about POWERtalk from the inside looking out, as we naturally do, we have to imagine what our organisation must look like to the outsider peering in. Then all we have to do is create the message that draws someone through the door to meet us.

Going fishing anyone? Let us know what you catch!

Sue

ATTENTION! ATTENTION!

Please send articles for July 2010 Power Lines. to sueballard@aussieisp.net.au

Closing date for receipt of articles is

10 July 2010

Come on ‘Share your Experiences’