

Power Lines

Transmitting your membership power ideas.

January 2010

From the Editor

Hi Everyone,

Gosh time has a habit of flashing past so quickly, doesn't it? This is never more true than for the busy and dynamic members of POWERtalk International as I am sure you will agree.

This makes it especially important that we are prepared to share with each other our ideas, successes and failures and by so doing enable more effective use of our valuable time.

I hope one of the new resolutions you have all made for 2010 (one that will last for the entire year) is to help bring news of our great POWERtalk organisation to everyones lips and minds. I know that we can succeed.

The articles in this months newsletter share many interesting ideas and I am sure you will enjoy reading them.

If you are sitting reading this and you haven't yet sent anything to me for publication, now is the time. Remember everyone has something worthwhile to contribute. So get busy and start typing.

I suspect that many of you are currently involved in preparation for your Region Conferences. If anyone has any successful strategies regarding publicising these events, so that the public at large join us, how about sharing them by sending me something for the next newsletter?

Here in Australia we are about to celebrate Australia Day and it makes me realise that whilst we are all one family within POWERtalk we also each have a distinct uniqueness about which we are all proud. Surely these very differences must help to make our organisation stronger? I would love to hear about these and how they help you shape the clubs in your countries. We are in the business of communication so lets continue to communicate and share those ideas!

Also, please remember that if you have any ideas about how to improve the newsletter please let me know. I welcome your comments.

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

Please send your contribution to Sue Ballard at:

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

Regards

Sue Ballard, Editor, Power Lines

Fellow of ITC, Corporate Trainer, Editor, Power Lines

PREM

By: S. Dianne Miller, Publicity Chairman

Joined the ITC organization in 1979 to enhance her communication skills and her ability to lead others. She has held all positions at club and council level and is now serving as Region President -. One of her goals in *POWERtalk* is to become an International Speech contest winner, having won at club and council levels on numerous occasions. She coordinated the 2002 International Convention, held in Nassau, Bahamas, which she thoroughly enjoyed.



Dianne is the mother of three daughters. Extremely family oriented and enjoys her moments talking to her daughters. She is an Anglican and loves taking care of her little darlings in the church's nursery on Sundays.

She is employed with JP Morgan Chase (Bahamas) Limited in the Corporate department and is very active in sports administration; presently serving as the Secretary General of the Bahamas Softball Federation. After fifty years of males dominating the Olympic Movement in the Bahamas, Dianne was elected to the board in 2002. She presently holds the position of assistant treasurer.

Dianne enjoys challenges, her hobbies include dancing, traveling, helping people and keeping other around her in a jolly mood.

I hope you enjoy the article below.

PUBLICITY = SUCCESS

It is an honor to serve as *POWERtalk* Publicity Chairman. I have been dreaming of ways we can tell the world the secrets of our organization. It's constantly on my mind whether driving to work or pushing a trolley in the supermarket! I look at every one and mentally shout, "I AM A MEMBER OF *POWERtalk* International, AND I AM EXCITED"!

We learn from history, so I searched every ITC Communicator in my Library. What was tried in the past that made us so successful? How can we emulate these patterns and continue to grow?

Here are just a few success stories I found:

ITC Communicator is now renamed POWERtalking as an e-magazine

ITC COMMUNICATOR JULY/AUGUST 1991: - "LOOK FOR A LIBRARY"

"Community interest was certainly sparked by the well coordinated display of ITC materials, '**ASK ME ABOUT ITC, ONE OF THE BEST THINGS YOU'LL EVER DO**'

The members gathered materials and arranged them attractively for an eye-catching display. Brochures were available listing telephone numbers for contact persons, which resulted in many calls leading to potential members. = **SUCCESS**

ITC COMMUNICATOR MARCH/APRIL 1993 - 'PREM POWER'

Iceland Region hosted a women's conference and demonstrated training courses for the public, which resulted in a new club of 18 members. = **SUCCESS**

ITC COMMUNICATOR MARCH/APRIL 1994 – “**COMMUNITY PROJECTS BRING NEW CLUBS = SUCCESS**

ITC COMMUNICATOR 2003 “REVERSE MARKETING” –**TAKE 5 AND BOUNCE BACK'**

TAKE 5 is one of the most successful marketing tools *POWERtalk* has. TAKE 5 minutes or less to tell someone about *POWERtalk*, a friend, family member, neighbor or colleague. = **SUCCESS**.

By using just these few ideas from the good old days, we can make the next two years record breaking for PREM. All we have to do is work together as ONE to increase membership through good – no, **OUTSTANDING** publicity.

The PREM committee empowers every CLUB, COUNCIL, AND REGION to:

- Present at least one training session on P.R.E.M.
- Take on one Community Project, i.e., by introducing debates, writing contests and speech contest to schools or groups.
- To honor a Distinguish member in the society who will bring publicity for the organization
- Publish meeting dates and invite the general public to attend.

Our Committee empowers all MEMBERS:

- To wear their **POWERtalk** pins frequently, at a minimum, to functions and be ready for those TAKE 5 QUESTIONS.
- To ensure that *POWERtalk* receives the kudos for every presentation given by members
- Share *POWERtalk* with friends online – Face Book, You tube, etc.

In some small countries, Newspapers always look for article. Wouldn't it be great to have an article in your local Newspapers with a heading “ASK US ABOUT PROTOCOL or PARLIMENTARY PROCEDURES. “Inquiries and questions can be sent to one central location for answers, with those questions and answers published each week.

OK, Publicity Committees, now it's your turn to share your success stories.

You have just heard Dianne, everyone. Now let's all do our part!

Sue

Publicity

FEEDBACK ON THE MONASH UNIVERSITY YOUTH PROGRAM

Theme: New Skills – New Voices

By: Kathleen Booth, WordspINNers Club, Gauteng

(it is still regarded by the organisers as the *POWERtalk* Youth Program)

Thomazile Dlamini spoke at the Monash Youth Program – it is arranged by a Past member of our organisation, a retired teacher. Joan Dommissie is passionate about uplifting youth and making them aware of the Facts of HIV and its consequences.

This year the keynote presentation was by a Biology teacher who showed microscope slides of the virus and how it attacks the immune system and why it spreads so fast. This gave the audience of approximately 180 learners a different understanding of how the HIV is spread and how it effects the body.

Thozamile was invited to speak at this Youth Day.

It was the first time he had spoken outside the “Krugersdorp Communicators Forum” an outreach program run by Kathleen Booth, Christine Shaw of Wordspinnners Club and past member of ITC Irene Lindy. Irene a retired teacher taught at a correctional facility for juveniles in the United Kingdom.

He made reference to the previous speakers’ presentations and spoke of “How you see things can affect your actions” – he did not share that he spoke from his own life prospective where he has recently been released from a Correctional Facility.

During his time inside he completed his Matric (school leaving certificate) with distinctions and is studying Industrial Psychology part time through the University of South Africa (Unisa).

Below are the comments made by the learners about Thozamile's speech at the Youth Programme. His presentation was much appreciated, judging by their responses.

- *very well spoken – gave a lot to ponder about*
- *great advice*
- *Very strong, straight to the point words. Thank you.*
- *He made me see more great opportunities, it was excellent*
- *He really motivated me to see life from another perspective. One day I would love to motivate young people like he does.*
- *Breathtaking. He can speak to a crowd and can keep them interested.*
- *It was a little bit heavy although it did get me thinking*

Ria Hughes – Past Regional President of S.A. Founders Region gave a workshop on Public Speaking Skills to a group of participants’ during the afternoon. Ria during her term started this Youth Program and the Krugersdorp Communicators Forum at the Krugersdorp Correctional Facility.

While Wordspinnners is now the only Club in Gauteng, the members of POWER*talk* past and present are still having an influence on the community.

Thanks you so much for this fabulous ‘good news’ story Kathleen. I am sure it will give members the encouragement to succeed!

Sue

GETTING THE MESSAGE OUT THERE!

Ideas from: Barbara Henderson-Wragge, New Zealand Region President; Mary Wong, Secretary/Treasurer, C. 7, Australian Region.

Information has come to me about the above people and the successful strategies they have used to get publicity for POWERtalk International. So I thought it would be a good idea to share them with you.

Barbara Henderson-Wragge has succeeded in being mentioned in the 'Her' magazine by being a speaker at the Her Business Network meeting. This enabled a great message to go out about our organisation. In the write up from 'Her' the following comment about POWERtalk was included, *'a not for profit public speaking and leadership training organisation, turning individuals into powerful speakers since 1938'*. Barbara also hosted their Christmas function in Dunedin specifically to promote POWERtalk. This is just the sort of activity that we should all try to copy.

Mary Wong, in Queensland Australia has also managed to succeed in the publicity stakes. Mary succeeded in getting an advertisement placed in the UP magazine next to an article explaining that the way to get ahead for businesswomen these days is either to become a keynote speaker or write a book - both of which certainly fit the profile for our organisation.

The editor of UP magazine gave permission to use the advert anywhere POWERtalk liked, even to alter the contact details and use it throughout Australia and New Zealand if it was wished. This is an excellent offer, as graphic artwork is horrendously expensive normally, and it is rare for a publication to allow you to use the artwork combined in their advertisement cost outside of the publication itself.

This magazine has a monthly e-zine, where they ran the advertisement again at no cost to POWERtalk. They are also prepared to run articles and feature stories if we provide them.

Mary told me she achieved this contact by *'doing a bit of work with the networking group and finding it a very useful contact. In fact early next month I am meeting, again free of charge, with a marketing consultant, that I met at the network meetings, who is happy to help out with ideas for marketing our club.'* I think we can all get some ideas for how to act in our own countries and neighbourhood from this example.

What is also useful to remember about this was that Mary had seen the offer for the advertisement in the magazine at an enormous discount, so acted by emailing the editor and asking if they could offer any further discount to us as a not for profit organisation. She told her a bit about what POWERtalk is all about and the editor was only too happy to oblige by discounting the price a further 20% from the previously discounted price. We need to be prepared to get out there and give it a try. It just goes to show that you don't know what you can get till you ask!

I am delighted to here that Mary intends to use some of this information at the presentation she is giving at the Australian Region Conference, 21st 23rd May 2010 in Hobart. I for one will make sure I am attending that session!

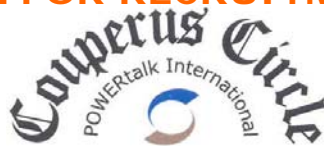
Sue Ballard, Editor

I hope everyone can take up the ideas laid out in this article. I think a great big 'well done' goes to Barbara and Mary. Sue

Recruitment

MENTORING AS A TOOL FOR RECRUITMENT

By: *Trudi Haug, Club Couperus Circle*



Involvement is a source of satisfaction

Club Couperus Circle in the Hague gained several new members in the course of the term 2008-2009.

The inducting officer assists new members to find a mentor who works with the new member on a one on one basis.

However it worked out very well to organize from time to time a mentoring meeting of just two hours, between all new or rather new members and their mentors with a programme emphasized on our organisation and the personal goals of the new member.

Of course all interested parties are welcome to these meetings and it is interesting to see how many of the people who have been a member for several years are joining in to refresh their memory and look again at their goals.

To give you an idea of a Mentor meeting, just read the agenda!

Agenda of the Mentor meeting on December 16th 2009 for new members of club Couperus Circle, The Hague, the Netherlands.

The meeting was attended by 6 new members and their mentors.

1. Opening and welcome by the chairman of the mentoring committee at 10 AM
2. Questions to new members: on a one on one basis.
 - What are your best assets? (see page 7 Master Manual)
 - what objectives do you hope to achieve as a member of this club? What aspects: (image, voice, poise, organising of thoughts, leadership qualities, working with groups, well organised habits, thinking on your feet, educational background, word power, evaluation skills) would you like to improve? (see p.4 of MM)
 - How would you like to achieve your goal?
 - How can we, as a club- or your mentors- assist you best in achieving this goal? See "self evaluation and work plan" in MM
3. **A Short Introduction to our organisation: explain ITC/POWERtalk**
 - The POWERtalk year
 - Main purpose of POWERtalk International
 - Privileges
 - Obligations
4. **Structure of the organisation:**
 - International (4 divisions), we belong to Division III

- 6 Regions, we belong to Europe '92
- 2 Councils in Europe '92
- 8 clubs, one of which is Couperus Circle in Council 1
7 clubs in Austria, Council 2
- Clubs at large in Poland

N.B. International, Region, Council and clubs are all based on Standing Rules and Bylaws.

5. **The New Master Manual!** Explain how it works.

6. **Club Structure.**

- Club Standing Rules : club meetings, dues, budget, membership, club pins, Awards, Amendments (2/3 rd or majority)
- Club Bylaws: name, purpose, membership, duties of elected officers, etc. These are absolute rules, but are occasionally amended by means of motions.
- Club board+ CLO, Parliamentarian
- Club procedure: program and assignments
- Assignments (see any club program)
- Minutes, sample handed out
- Advice: Ask the program chairman to give you an assignment one meeting ahead so that you can watch another members performing that task.
- Speech evaluation.
- Time allotted to each part of the program

7. **Closing by the chairman at 12 AM.**

Wow, This is really great. I know there are many clubs who will find this a great tool to use. Thanks Trudi and all of Club Couperus Circle

Sue

Marketing, Membership & Mentoring

MENTORING

By: The International Mentoring Team

Trudihaug-z@planet.nl

Cobywichers@home.nl

Powertalk.helenw@xtra.co.nz

Who needs a mentor?

All persons, at some time or other, especially when venturing into unfamiliar or challenging territory, will find it helpful to have a mentor to provide leadership and direction.

What is mentoring?

“If I have seen further, it is by standing on the shoulder of giants” said Isaac Newtown. The above quote is a clear example of mentoring in action.

Exploration and learning typically occurs in a variety of ways, such as:

- Accumulation of experiences
- Gaining of knowledge
- Time spent in reflection
- Behaviour/performance modelling

When individuals can identify a clear “road to follow” or “development path” that has already been tested and proven by others, those individuals have a better opportunity to progress toward and achieve goals more effectively.

Mentoring is a relationship, which gives members the opportunity to share their personal skills and experiences; to grow and develop to mutually experience benefits in the process. Many of the world’s most successful people have benefited from choosing to engage in a mentoring relationship.

Member mentors provide their skills and knowledge to the newer, less experienced member; this strategy assists the newer member to transition from a “new member” to a confident, valued member within their club, council or region much quicker and more effectively. It is recommended that boards appoint mentors for the new members who may not know who to ask.

Mentoring also applies to members taking on roles as officers at any level, where a previous officer may provide guidance to help train the new officer in that position.

Don’t invent the wheel again but find yourself a mentor and check what the Master Manual and the International website have to offer on mentoring.

I am sure the members will find this really helpful in understanding the important principles of mentoring. Its great to have the International Mentoring Team on line with the information! Sue

ATTENTION! ATTENTION!
Please send articles for April 2010 Power Lines. to sueballard@aussieisp.net.au
Closing date for receipt of articles is
14 April 2010
Come on ‘Share your Experiences’