

ISAAME WOMEN'S WORKSHOP

"Share Success through Women in Service"

"Leadership Opportunities for Women in Lionism"

Taj Samudra, Colombo

Sunday, December 12th, 2004

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SHARE SUCCESS THROUGH WOMEN IN SERVICE *- Leadership Opportunities for Women in Lionism -*

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INTRODUCTION BY MRS. SEPALIKA SENEVIRATNE

Thanking the organisation for the opportunity, Mrs. Seneviratne introduced Lion Mahendra Amarasuriya with great clarity. Mr. Amarasuriya is the son of late Mr. Thomas Amarasuriya, the former President of the senate and member of the Parliament. Lion Amarasuriya after his education entered the University of Ceylon where he graduated with an Honours Degree. Thereafter he joined the prestigious Hayleys Group of Companies and rose to be its Deputy Chairman.

Lion Amarasuriya has been a Lion for 37 years and throughout has held various positions in the Club: President of his Club in 1972/73, first District Governor of District 306A 1978/79, Chairman of Multiple Council 306 in 1979/80, elected as International Director for two years in 1991.

He has been the recipient of numerous awards amongst which was the award in 1998 for being the Most Outstanding Citizen Award for his contribution in the field of Industry, commerce and business management.

This eminent personality is a great Lion, an outstanding leader and a gentleman held in high esteem in the business world.

TEACHING OTHERS TO DEVELOP A LEADERSHIP PLAN

LION MAHENDRA AMARASURIYA, PAST INTERNATIONAL DIRECTOR

Welcoming all those present, Lion Amarasuriya began his presentation by inviting the members of the workshop to share their views on leadership:

- ▣ Leadership is the most important attribute for the success of any country, organisation, institution, community and for small, medium and large teams / task forces.
- ▣ Poor leadership has resulted in serious problems, in many parts of the world.
- ▣ Much has been spoken and written about leadership.

- ▣ Research reveals that, there are over 25,000 books and articles and over 1 million references to leadership in the worldwide web (internet).
- ▣ “It is not given to great many men in the ordinary conduct of their lives to exercise leadership within a group, yet every member of a lions club has this opportunity.”
- Melvin Jones -
Founder of Lionism
- ▣ “Leadership is the ability to get other people to do what they do not want to do and like doing it”

- Harry Truman -
President U.S.A.
- ▣ “Leadership is the ability to get people clever than you to work for you & meet your objectives.”

- Nelson Rockefeller -
President U.S.A.
- ▣ “True leadership means that, once the task is completed your fellows would say we accomplished it, not he did it”.

- Old Chinese proverb -

Are leaders “born” as leaders? Or Can they be “made” leaders?

- ▣ Some special individuals may be “born” to lead but all leaders are “made” not “born”
- ▣ Those “born” to lead have been gifted by personality (outgoing, gregarious) & temperament (mature, balanced).
- ▣ Others have begun with less obvious talents but nevertheless developed themselves to be excellent leaders.

Inherent positive & negative aspects of leaders

Positive	Negative	Acquired by training
1. tall & strong	short & small	develop personality
2. strong booming voice	weak voice	can be voice trained
3. outgoing personality	introvert	may be improved
4. friendly & good mixer	not a good mixer	can be improved

Historical evolution of leadership

Ancient

- ▣ Royal succession from king to son or daughter. in some ancient / modern cultures, only male heirs (but also many queens have ruled eg. Japan, Monaco, traditional Muslim cultures.
- ▣ Userpers to the throne - eliminates king & creates another line of succession.

Modern

- ▣ Leadership acquired by experience, training and development.
- ▣ Females to the fore'
- ▣ 1st women prime minister of the world - Late Mrs. Sirimavo Bandaranaike of Sri Lanka.
- ▣ 1st women Prime Minister of Israel - Mrs. Golda Meir
- ▣ 1st women Prime Minister of India - Mrs. Indira Gandhi
- ▣ 1st women President of the world - Mrs. Chandrika Bandaranaike Kumaratunga.
- ▣ 1st women Prime Minister of a Muslim country - Mrs. Benazir Bhuto.
- ▣ 2nd women Prime Minister of Bangladesh - Mrs. Khaleda Zia & Sheik Hasina

- ☐ 1st women President of the second largest Muslim nation – Mrs. Megawati Sukarnoputri
- ☐ 1st women International Director of LCI - Ms. Neloufer Bhaktiar of Pakistan
- ☐ 1st women District Governor in Sri Lanka -

DG Marcella Silva	District 306a
DG Soma Edirisinghe	District 306c

DG Marcella was declared as the best district governor in the world last year, when President Tae Sup-Lee visited Sri Lanka.

Concepts of Leadership Old & New

- ☐ Blind loyalty - considered heroic in “good old days.
e.g. (a) cassablanca
- ☐ “The boy stood on the burning deck whence all but he had fled the flame that licked battle wreck hung round him over the dead. The flames grew on, he would go without his father’s word. His father lay in death below his voice no longer heard”
e.g. (b) “cannon to the right of them cannon to the left of them cannon in front of them parried and thundered
.....into the jaws of death rode the six hundred”
- Tennyson-
- ☐ This type of “blind” loyalty no longer acceptable.
- ☐ Leaders have to be rational & logical to be able to motivate followers.

Leaders must have a Vision **(short, medium, long term vision)**

- ☐ Mahathma Gandhi - “to win independence for India by non violence (Ahimsa)”
- ☐ Prabhakaran leader of the LTTE “to create a state of Eelam where the tamil people can have self determination”.
- ☐ Sri Lanka cricket team of 1990’s “to win the cricket world cup in 1996”.

Your Vision : What is your vision for yourself as a leader?

- ☐ “To become District Governor of my district in 20...
- ☐ To become the most outstanding District Governor in the world in 20.....
- ☐ To become CEO of my company in 2010.

☐ To be the market leader in the IT software industry in India by 2010.

☐ To become a multinational corporation by 2025.

Set Goals - Establish Milestones

- Become Chairperson in 2006
Region Chairperson in 2007
Cabinet Secretary in 2008
District Governor in 2010

Personal SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis
My strengths for leadership are ;

Dimension	My grade (0 to 10)
• Previous leadership experience	5
• Leadership experience in my organisation	6
• Communicating ability	
(a) Oral 6	5
(b) Written 4	
• Financial situation	7
• Health status	8
• Knowledge of my job	8
• Time available	8
• Family support	7
• Employer support	7
• Effect on my vocation / company	7

	68%

Assessment

Over 90	Assessment appears inaccurate / outstanding.
80 to 90	Excellent
70 to 80	Very good
60 to 70	Good
50 to 60	Average
below 50	poor

Action Plan

- ☐ Build on strengths
- ☐ Endeavour to minimise weaknesses.

Eg.

Communication below 60	- Training in public speaking / letter writing.
Leadership experience below 70	- Attend leadership training programmes.
Financial situation below 60	- Re assess your potential for leadership.
Health status below 60	- Treat cautiously. Consult medical opinion.
Time availability below 60	- Learn & practice Time Management.

Review progress objectively

Every Quarter
Every Year

Consult others - past leaders on your

Progress towards
Achieving goals.

Practice Leadership

- ☐ Be friendly (acquire good friends)
- ☐ Assist others
- ☐ Avoid controversy, but assert yourself.
- ☐ Accept leadership opportunities offered to you.
- ☐ Be committed.
- ☐ Be dedicated to your job
- ☐ Acquire knowledge (reading, listening internet).
- ☐ Be a good listener
- ☐ Practice public speaking
- ☐ Practice teaching others

The six most important words

"I admit I made a mistake".

The five most important words

"You did a good job"

The four most important words

"What is your opinion"

The three most important words

"If you please"

The two most important words

"Thank you"

The most important word

"We"

OPEN DISCUSSION

The members of the workshop shared their personal views on the presentation and suggested various theories on leadership:

- ☐ Make others feel important in order to be a good leader
- ☐ Lead with both the heart and the mind, for while the heart gets affected, its the mind that responds in finding appropriate solutions.
- ☐ Must be autocratic in certain situations and democratic in other situations.
- ☐ A successful leader is one who is committed and works with a pure and simple motive

- ▣ Support of the family and others in society may help strengthen a leader. Team effort is necessary.
- ▣ Appreciation of others
- ▣ Delegation of power

KEYS TO INVITING NEW LIONS

DR. GOWRI CHANDRAKASAN

Keys to inviting new lions

We now have more than 46,000 lions clubs in 193 nations and geographical areas around the world each one of them was organized because a lion cared enough to give his time and energy to extend the potential of lions clubs the growth of Lionism depends entirely upon the responsibility of lions club members to bring in other service-minded people together to work on behalf of humanity it is the dedication which increases our effectiveness in our communities and enriches the lives of people everywhere today there is an urgent need to equip ourselves to meet the challenges of the changes that are taking place in the society.

Social service has become a specialized skill requiring adequate knowledge and experience for effective implementation of programs.

Innovation has become the crying need of the hour to increase the width and depth of our various programs.

We should ensure that all our projects have a definite impact on society.

No more can we afford to sit in our ivory tower but should come out to supplement and complement the efforts of the government in serving the people.

We should make use of the new century developments in software and communication to ensure maximum efficiency in administration and service

Lions clubs friendship day, photo exhibition, open house and video shows can be the key stone of lions clubs' membership development efforts.

Invite prominent men and women of the community to learn about the lions service and activities, this helps in improving the community.

It also provides the personal benefit of club membership to others in the community

Share our commitment and energy by joining hands with other community and professional leaders - men and women who recognize the importance of giving of themselves in voluntary service.

Invite elite public and government officials to our meetings and service projects in order to demonstrate the manner in which we are involved in the community

- An additional method to strengthen our lions club. Also we can consider inviting them to become members

Propagate and highlight the benefits of being a lion, which are:

- ☐ fellowship
- ☐ combined service
- ☐ leadership development
- ☐ opportunities to officiate
- ☐ elite comradeship
- ☐ association with the largest international organization
- ☐ above sectarian religion and partisan politics
- ☐ family involvement
- ☐ social status
- ☐ rapport with high officials
- ☐ opportunity to acquire new knowledge, skills and for exhibition of talents

Strategies to adopt: Effective orientation

Provide information about:

- ☐ Brief history and current statistics of our association - An idea of the “big picture”
- ☐ The local lions club - Everything the new member needs to know to function productively in your club - not only pertinent club information, such as dues, meeting times and policies, but also the benefits of membership and opportunities for service
- ☐ The district, multiple and international - Support and programmes available from the region as well as international

Networking gives added value to their membership

Membership in lions club offers benefits beyond humanitarian service such as:

- ☐ Developing leadership skills
- ☐ Opportunities to meet others in the community
- ☐ Expand one’s personal and professional network
- ☐ Build prestige as active community volunteer

Target marketing recruit members of a common interest group hold information meetings emphasize the benefits assess whether the prospects will join an existing club or form their own new lions club arouse their interest by highlighting the achievements of lions enhance their ego of recognition in society.

Marketing membership to women

- ☐ Explore the possibility of inviting professional and business women of stature from the community
- ☐ Arouse and highlight the spirit of compassionate service
- ☐ Arouse the interest of women of the community in health care activities – particularly in areas like family planning, counseling, HIV / Aids awareness, activities involving adolescent youth, women and child welfare.

SUMMARY

Never underestimate the power of public relations. be sure to publicize your club's activities. Positive media coverage builds community support and interests in your club.

Have a section on your club's bulletin with contact information for people interested in learning more about your club

Have an "invite a friend" night during one of your club's meetings

Allow members to bring a friend or prospect to help out during one of your club's service activities or fundraisers to get a first-hand look at your club in action

Ask each member to invite atleast five members and open the event to the public

Set up displays highlighting your club's contribution to the community and have members on hand to answer question for attendees

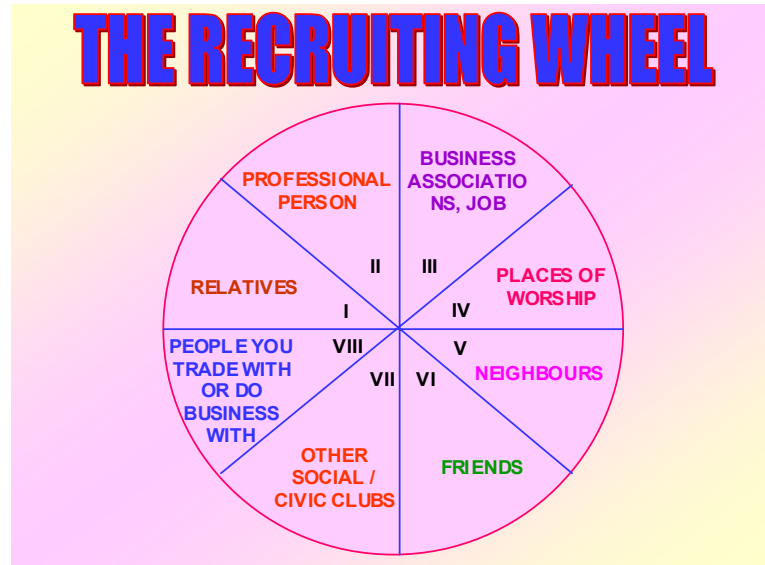
Challenge your members to meet a specific recruitment goal for the year

Plan a fun, festive kick-off for the membership recruitment challenge during your meeting. Keep the momentums going by reporting your success during meetings and in your club's newsletter and website. Encourage members to invite every qualified individual they encounter to consider Lions club membership

- ☐ Remind them periodically throughout the year
- ☐ Show your pride
- ☐ Build the impression of your club as a vital part of the community
- ☐ March in community parades and participate in community events whenever possible
- ☐ Appraise the "competition" - most communities have several organizations that compete for the same members
- ☐ Look at the opportunities that your club offers that other clubs might not provide
- ☐ During club meeting, have each member write down five people that they feel would be good prospects for membership committee to pursue those leads
- ☐ Have buttons or t-shirts for each active member that says "ask me about lions" to elicit questions from community members
- ☐ Have your club's meeting time and location, along with contact name and number for membership enquires, placed in the community calendar section of a local newspaper

☐ Look at your partners for new members

Does your club work with the school system, eye health professionals or other community businesses? People who have worked with our club first-hand are often excellent prospects consider unique extension efforts, such as sponsoring a club branch / campus club or new century lions club, to reach a new demographic. Experience the joy of contributing to the year round membership growth program. Invite and encourage more women to become lions.



Closing Address by International President *Lion Clement F. Kusiak*

He began by extending his thanks to all those present for being a part of the workshop and he recognized the efforts of Lion Asoka Z. Gunasekera and Lion Marcella Silva.

He stressed the importance in introducing new members to the Club stating that the Club must grow in strength in order to reach out to all those who need their services. However it is important that the members bring in people who are dedicated to such services and not invite those who only attend meetings and not contribute to the Club in any manner. He gave his suggestions on how to introduce new members by sharing some of his methods of recruitment – Inviting those interested in the services of the Club, for lunch so that he could educate them on what the Club does. He said that ones approach and attitude is very important. It is equally important to monitor and support those new members introduced in order to maintain and ensure that they are active within the Program.

He expressed that those who do not have titles could be equally well as those who have a title and should work together with all those in the Club as one unit.

He concluded by stating that as International President, he would like what the Club could do for its members rather than what its members could do for the Club.

Lion Asoka Z. Gunasekera

Speaking to the gathering, Lion Gunasekera, said that he speaks for everyone when he says that the workshop enriched him. The workshop, focusing on Leadership opportunities, has helped each and everyone of those present.

He spoke of the importance in exposing the Leo's to such workshops in order that they may strengthen Lionism. He called upon other countries also to conduct seminars and workshop of Leadership.

Quoting the famous saying "The hand that rocks the cradle rules the world", he said that the hand that rocks the cradle could also rule Lion International.

Lion Marcella Silva

Extending her thanks to all involved in making the workshop possible, Lion Marcella requested all those present to seek a change and to let this workshop be the beginning. She also requested the members to spread the word of what was learnt.
