

Zone Chairperson Workshop Training

Serving as a ‘Club Consultant’



*Participant
Manual*



Session Background

This session uses the concept of a 'club consultant' to describe an important function of zone chairpersons – to monitor club health and to provide advice, support, and guidance to help clubs solve problems and achieve success. Participants will learn the skills and resources needed to be effective 'club consultants', and will also have the opportunity to work through a basic problem solving process to identify solutions to current or potential problems in their own areas.

Session Objective

At the end of this session, participants will be able to:

- Describe the role of the zone chairperson as a 'club consultant'
- Identify healthy clubs and clubs in need of improvement
- Select resources to effectively support clubs
- Identify solutions to club issues using a basic problem-solving process



‘Club Consultant’:

A zone chairperson who helps clubs identify specific issues that are affecting club success. He/she provides advice, guidance, and support based on his/her experience and knowledge, with the ultimate goal of selecting resources and finding solutions to improve club health and solve problems.

Identifying Healthy and Struggling Clubs

Below are characteristics of both healthy and struggling clubs:

Healthy clubs:

- Are well-organized
- Meet on a regular basis
- Maintain continuous membership growth
- Sponsor numerous service projects that meet community needs and are meaningful to members
- Conduct successful fundraising projects
- Promote an environment of enthusiasm, commitment, and pride
- Engage in leadership development programs/initiatives
- Are visible within the community due to a strong public relations effort
- Pay dues on time
- File monthly membership reports on time
- Encourage new leaders to assume responsibilities
- Create and maintain a plan that identifies specific action related to club operations, service, leadership development, and membership growth (such as the *Blueprint for a Stronger Club*)



Struggling clubs:

- Have poor/declining membership retention/growth
- Do not have a presence in the community
- Have members who are not involved in club operations
- Experience a lack of club unity; members do not support one another
- Sponsor few service activities to benefit the community
- Do not conduct new member orientation
- Experience difficulty filling leadership positions
- Do not have representation at district, region, or zone functions
- Are delinquent in paying their dues
- Face the possibility of being placed on status quo or on financial suspension



Strategies for Determining Club Health

Club Visits	<p>Club visits will provide you with the opportunity to see clubs in action. You can observe how the club operates, learn about projects the club is planning, and listen to discussions about issues the club may be facing. You can also observe member dynamics and club morale.</p>
Club Health Assessment	<p>This report is sent every month to the district governor team and the district GMT/GLT and GST coordinators, and lists valuable information about each club in the district regarding club status, membership (adds, drops, and growth), reporting (MMRs, officer reports, service activity reports), account balances, and LCIF contributions.</p> <p><i>Contact the district governor or your GMT/GLT/GST district coordinator to obtain a copy of this report.</i></p>
MyLCI	<p>Please note: All service reporting will migrate to My Lion as of July 1, 2019. While these training materials will be updated in the future to reflect changes to the reporting process, please refer to the Lions Club International Website for the latest information on service reporting.</p> <p>MyLCI is the association’s online membership reporting system (formerly known as WMMR). MyLCI contains a number of features that can save time and increase your efficiency in monitoring the health of the clubs in your zone.</p> <p>Via MyLCI, zone chairpersons can view member information, club meeting information, club officers, club statements of account, club service activities, club signature service activities, club activity goals, club level reports, club membership cards. They can also see a listing of the district officers and chairpersons, multiple district officers, and they have access to zone-level reports.</p> <p>To receive access to MyLCI, the district governor must identify zone chairpersons within the system.</p>
Talk to Key Lions	<p>Regularly check in with club officers to learn about the current situation in their club and what issues may exist. When you have the opportunity, talk to club members to get a different perspective on club operations and morale. If a Guiding Lion or Certified Guiding Lion is working with the club, use him or her as a resource as well.</p>
e-Clubhouses/ /Club websites/Club Social Media Sites	<p>If the clubs in your zone maintain club websites, take the opportunity to occasionally visit them. Sometimes these sites can provide insight into the types and frequency of service projects or fundraisers and member/community involvement.</p>

Resources for Supporting Clubs

General Resources	
<ul style="list-style-type: none"> • Managing a Club • Standard Club Constitution and By-Laws • Club Excellence Award 	<ul style="list-style-type: none"> • Club Dispute Resolution Procedures • LION Magazine • Blueprint for a Stronger Club • Club Quality Initiative
Membership	
<ul style="list-style-type: none"> • <i>How Are Your Ratings?</i> Administrative Guide and Questionnaire • <i>Just Ask!</i> New Member Recruiting Guide • New Member Orientation Guide • Member Satisfaction Guide • Club Quality Initiative • Club Membership Chairperson Guide • Lions Mentoring Program 	
Leadership	
<ul style="list-style-type: none"> • Lions Learning Center • Club Officer eBooks • Club Officer Training • Lions Mentoring Program • Certified Guiding Lion Program 	
Service	Public Relations
<ul style="list-style-type: none"> • Our Global Causes • Service Journey Tool Kit • Service Project Planners 	<ul style="list-style-type: none"> • Lions Public Relations Guide • PR Tools (sample news releases, newspaper ads, A/V presentations, social media, etc.)

To learn more about these resources, visit the Lions Club International Web site (www.lionsclubs.org) and enter the publication titles into the 'Search' bar on the homepage.

5 Steps for Solving Problems

*A **problem** is an obstacle that makes it difficult to achieve a desired goal, objective, or purpose. It can refer to a situation, condition, or issue that is yet unresolved.*

Below are 5 steps to help you solve your next problem:

1. Define the Problem

- State the problem and write it down so everyone is clear on what they are trying to solve
- List the desired outcomes for solving this problem (What do you want to achieve, or what change do you hope to see?)

2. Gather Information

- Talk to people who are affected by the problem (this will likely be both the members and the officers), and gather detailed information
- Determine if other solutions have been tried in the past. Did they work? If not, why weren't they successful?
- Ask for 'expert' advice from others in the district (other members of the district GAT, region chairperson, DG team, etc.)

3. Develop Alternative Solutions

- Collaborate with those involved in the process and brainstorm several solutions
- Be creative and examine the problem from a different perspective
- Review the list of solutions, and eliminate ideas that will be met with high levels of resistance

4. Consider Alternatives and Select the Best Solution

- Compare each solution against the following criteria:
 - *Sustainable*: can the solution be maintained over a period of time?
 - *Feasible*: is the solution practical?
 - *Flexible*: is the solution adjustable to unexpected results or changes in conditions?
- Select the best solution that most effectively meets the desired outcomes as defined in Step 1. If agreement cannot be reached, consider a solution that results in a compromise for those involved.

5. Implement the Solution

- Develop an action plan for implementation (what, when, who, and how will the solution be implemented?)
- Make the people involved aware of the solution and the actions that are being taken to implement it
- Monitor the progress of the implemented solution
- Make adjustments to the solution if needed



Club Problem Solving

Club Name: _____ Date: _____

<p style="text-align: center;">Step 1: <i>Define the Problem</i></p>	<p><i>Problem:</i></p>	<p><i>Desired Outcomes:</i></p>
<p style="text-align: center;">Step 2: <i>Gather Information</i></p>	<p><i>Information:</i></p>	
<p style="text-align: center;">Step 3: <i>Develop Alternative Solutions</i></p>	<p><i>List Alternative Solutions:</i></p>	
<p style="text-align: center;">Step 4: <i>Consider Alternatives and Select the Best Solution</i></p>	<p><i>Is the solution:</i></p> <p><input type="checkbox"/> Sustainable?</p> <p><input type="checkbox"/> Feasible?</p> <p><input type="checkbox"/> Flexible?</p>	<p><i>Best Solution:</i></p>
<p style="text-align: center;">Step 5: <i>Implement Solution</i></p>	<ul style="list-style-type: none"> • Develop an action plan (what, when, who, how will we know) • Communicate the solution to the people involved and the actions that are being taken • Monitor progress • Make adjustments (if needed) 	

Club Problem Solving

Club Name: _____ Date: _____

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Resources for Additional Learning:

Lions Learning Center courses:

Coaching
Managing Change
Conflict Resolution
Team Motivation
Meeting Management

(all courses are available online in the Lions Learning Center
on the Lions Club International Web site)