

**CHARACTERISTICS OF LEADERS WHO
INFLUENCE (MOTIVATE) OTHERS EFFECTIVELY**

HELLO EVERYONE, MY NAME IS LION RAY LEBEAU AND I AM THE MEMBERSHIP, EXTENSION, RETENTION AND LEADERSHIP (MERL) TEAM - MEMBERSHIP CHAIRMAN. THIS LEADERSHIP PRESENTATION WAS PREPARED TO HIGHLIGHT THE CHARACTERISTICS OF LEADERS WHO INFLUENCE OTHERS EFFECTIVELY.

BACK IN MAY 1997, WHEN I ATTENDED MY FIRST LIONS LEADERSHIP INSTITUTE IN LISLE, ILLINOIS, I HAD THE PRIVILEGE OF MEETING INTERNATIONAL PAST PRESIDENT LION "BILL" BIGGS. DURING THE ONE-WEEK LEADERSHIP TRAINING SESSION, HE LECTURED ON A NUMBER OF TOPICS. ONE OF THESE, WHICH WAS OF GREAT INTEREST TO ALL ATTENDEES OF THE INSTITUTE, WAS "THE CHARACTERISTICS OF LEADERS WHO INFLUENCE (MOTIVATE) OTHERS EFFECTIVELY"

I WOULD LIKE NOW, TO SHARE IPP BILL'S PRESENTATION WITH YOU.

MOTIVATION IS ONE OF THE ATTRIBUTES OF LEADERSHIP. IT'S ONE OF THE TRAITS SHARED BY EFFECTIVE LEADERS. IT'S ONE OF THE LEADERSHIP SKILLS OF PEOPLE WHO INFLUENCE OTHERS EFFECTIVELY. IT IS CERTAINLY DIFFICULT TO LEAD OTHERS IF YOU CAN NOT MOTIVATE THEM.

TRY TO THINK OF YOURSELF AS A PERSON THAT A GROUP WILL BE ANXIOUS TO FOLLOW . . . AND NOT COMPELLED TO FOLLOW.

I AM GOING TO FOCUS MY REMARKS ON THE QUALITIES YOU WILL NEED TO HAVE TO DEVELOP, AND THE APPROACH YOU WILL NEED TO TAKE, IF YOU ARE GOING TO BE AN EFFECTIVE MOTIVATOR. THE VERY SAME LEADERSHIP QUALITIES THAT YOU WILL NEED TO BE AN EFFECTIVE PROJECT CHAIRMAN, CLUB OFFICER OR OTHER LEADER IN ANY POSITION IN OUR ASSOCIATION.

AS PREVIOUSLY STATED, THE FIRST CHARACTERISTIC OF SUCH A LEADER IS THAT HE OR SHE MUST BE PERSONALLY MOTIVATED AND ALSO BE MOTIVATIONAL. BUT, IT NEEDS TO BE THE RIGHT KIND OF MOTIVATION IN LIONISM.

THERE ARE THREE KINDS OF MOTIVATION. THE FIRST KIND IS STIMULATED EXTERNALLY BY FEAR OR SOME OTHER FACTOR. FOR EXAMPLE, IF YOU DON'T DO THE JOB, YOU WILL BE PENALIZED. A FACTORY WORKER ONE TIME WAS ASKED HOW LONG HE HAD BEEN WORKING AT THE PLANT. HE REPLIED THAT HE HAD BEEN WORKING SINCE THEY THREATENED TO FIRE HIM IF HE DIDN'T. THAT'S ONE KIND OF MOTIVATION, BUT NOT THE RIGHT ONE.

THE SECOND KIND OF MOTIVATION IS STIMULATED BY INCENTIVE. THAT'S THE "CARROT ON THE STICK", HELD JUST BEYOND REACH, THE PROMISE OF A REWARD FOR AN ACTIVITY. THAT ALSO CAN BE MOTIVATIONAL IN CERTAIN CONTEXTS. BUT, IT IS STILL NOT THE RIGHT KIND OF MOTIVATION FOR LIONS.

THE THIRD KIND OF MOTIVATION IS STIMULATED BY INTERNAL FACTORS. THIS KIND OF MOTIVATION COMES FROM THE HEART. IT SPEAKS OF LOVE SO SPECIAL THAT IT FORGETS SELF AND POINTS ONLY TO OTHERS. THAT'S THE KIND OF MOTIVATION WE MUST HAVE AS LIONS. THAT'S THE KIND OF MOTIVATION YOU NEED TO HAVE AS A LEADER AT ANY LEVEL OF THIS ASSOCIATION IF YOU ARE GOING TO BE THE BEST YOU CAN BE.

MOTIVATION IS SOMETIMES SELF-STARTING AND SOMETIMES, IT NEEDS A BIT OF HELP. A STORY IS TOLD OF AN OLD GENTLEMAN RIDING ON AN OCEAN LINER. WHEN A STORM CAME UP AT SEA, A YOUNG WOMAN LEANING AGAINST THE SHIP'S RAIL LOST HER BALANCE AND WAS THROWN OVERBOARD. IMMEDIATELY, ANOTHER FIGURE PLUNGED INTO THE WAVES BESIDE HER AND HELD HER UP UNTIL A LIFEBOAT COULD RESCUE THEM. TO EVERYONE'S ASTONISHMENT, THE HERO WAS THE OLDEST MAN ON THE SHIP, A MAN SOME EIGHTY YEARS OF AGE. THAT EVENING, HE WAS GIVEN A PARTY IN HONOUR OF HIS BRAVERY. "SPEECH, SPEECH," THE OTHER PASSENGERS CRIED. THE OLD GENTLEMAN ROSE SLOWLY AND LOOKED AROUND AT THE ENTHUSIASTIC GATHERING. "THERE IS JUST ONE THING I WOULD LIKE TO KNOW," HE SAID TESTILY. "WHO THE HELL PUSHED ME?"

EVERY MAN OR WOMAN NEEDS A (LITTLE) PUSH FROM TIME TO TIME.

ONE OF THE CHARACTERISTICS THEN OF SOMEONE WHO IS GOING TO BE EFFECTIVE AS A LEADER OF A PROJECT COMMITTEE, OR AN ENTIRE CLUB, IS ONE WHO CAN MOTIVATE OTHERS BY BRINGING THE RIGHT KIND OF MOTIVATION TO THE TASK.

SERVE FROM THE HEART.

ANOTHER CHARACTERISTIC OF A LEADER WHO MOTIVATES AND EFFECTIVELY INFLUENCES OTHERS IS THAT HE OR SHE WILL ALWAYS BE ENTHUSIASTIC AND HAVE A POSITIVE ATTITUDE.

WE ARE CONSTANTLY REMINDED OF THE NEGATIVE FACTORS STORED AWAY IN OUR TWELVE BILLION BRAIN CELLS. BUT, AN EFFECTIVE LEADER CAN NOT BE NEGATIVE. IF YOU ARE GOING TO BE A LEADER, IF YOU ARE GOING TO ENTHUSIASTICALLY MOTIVATE OTHERS AND DO SO EFFECTIVELY, THEN YOU MUST CONSTANTLY FIGHT AGAINST THE TEMPTATION TO THINK AND ACT NEGATIVELY.

MY FELLOW LIONS, WE CAN CHANGE OUR LIVES BY CHANGING OUR ATTITUDES.

RALPH WALDO EMERSON, THE GREAT PHILOSOPHER SAID, "A MAN IS WHAT HE THINKS ABOUT ALL DAY".

NORMAN VINCENT PEALE, THE POSITIVE THINKER, SAID "CHANGE YOUR THOUGHTS, AND YOU CHANGE THE WORLD".

THE BIBLE SAYS, "AS A MAN THINKS IN HIS HEART, SO IS HE".

OUR MIND IS LIKE A FIELD. IN A FIELD, IF YOU PLANT BEANS, YOU EXPECT TO GET BEANS AS A CROP. IF YOU PLANT POTATOES, YOU EXPECT TO GET POTATOES. WHATEVER YOU PLANT COMES UP MULTIPLIED. IF YOU PLANT NEGATIVE THOUGHTS IN YOUR MIND, YOU WILL GET A NEGATIVE CROP. ON THE OTHER HAND, IF YOU PLANT POSITIVE THOUGHTS IN YOUR MIND, YOU WILL GET A POSITIVE CROP.

IF YOU WANT TO MOTIVATE OTHERS: POSITIVELY FEED YOUR MIND.

ONE OF THE GREATEST HINDRANCES TO SUCCESS IN ANY PROJECT IS THAT TWO LETTER WORD "IF". 'IF' I ONLY HAD MORE TIME, 'IF' I ONLY HAD MORE POWER, 'IF' I WERE ONLY HEALTHIER, 'IF' I ONLY HAD MORE ENERGY, 'IF' I WERE ONLY MORE TALENTED, 'IF' THOSE LIONS WOULD ONLY GET ON THE BALL, 'IF' THAT CHAIRMAN WOULD ONLY GET TO WORK, AND SO ON. 'IF', WILL NOT DO THE JOB HERE, OR ANYWHERE ELSE. YOU WILL NEVER BE HAPPY ANYWHERE UNTIL YOU GET HAPPY WHERE YOU ARE.

THAT STATEMENT DESERVES REPEATING - YOU WILL NEVER BE HAPPY ANYWHERE, UNTIL YOU GET HAPPY WHERE YOU ARE.

WE HAVE BEEN TAUGHT, "YOU CAN'T", "YOU MUST NOT", OR "SOMEONE ELSE CAN DO IT BETTER THAN YOU". WE HAVE BEEN CONDITIONED TO NEGATIVE THINKING.

TRY THIS EXPERIMENT. PUT SOME FLEAS IN A JAR, THEN PUT A LID ON IT. WHEN THE FLEAS START JUMPING, THEY WILL HIT THE TOP OF THE JAR. THEY WANT TO GET OUT. BUT, THE LONGER THEY JUMP, YOU WILL NOTICE, IF YOU WATCH CAREFULLY, THAT THEY ARE NOT ABLE TO HIT THE TOP, EVEN THOUGH THEY ARE STILL JUMPING. AT THAT POINT, YOU CAN TAKE THE LID OFF THE JAR AND THEY WILL NEVER JUMP OUT. THEY HAVE BEEN CONDITIONED TO ONLY GIVE SO MUCH, TO ONLY JUMP SO HIGH.

SO IT IS WITH US, IN THE WORLD OF NEGATIVISM THAT WE LIVE IN TODAY. TOO MANY PEOPLE DON'T REACH THEIR GOAL OR THEIR POTENTIAL. TOO MANY PEOPLE ARE LIMITED IN WHAT THEY CAN DO OR WHAT THEY THINK THEY CAN DO, BECAUSE THEY HAVE BEEN CONDITIONED TO ONLY DO SO MUCH, TO ONLY JUMP SO HIGH, TO ONLY GET BY.

AS LION LEADERS, WE MUST CONSTANTLY FIGHT AGAINST THE TEMPTATION OF NEGATIVE THINKING.

ANOTHER TRAIT OR ATTRIBUTE OF A LEADER WHO INFLUENCES OTHERS EFFECTIVELY IS CLOSELY TIED TO A POSITIVE ATTITUDE. ALL LEADERS WHO ARE EFFECTIVE IN MOTIVATING AND INFLUENCING OTHERS EFFECTIVELY ARE ALWAYS BUILDERS. IF YOU ARE GOING TO BE EFFECTIVE IN RALLYING THE LIONS TO SUCCESSFULLY

COMPLETE THE PROJECT YOU ARE IN CHARGE OF, OR TO WORK
ENTHUSIASTICALLY IN THE CLUB IF YOU ARE CLUB PRESIDENT, YOU
NEED TO BUILD THE PEOPLE AROUND YOU. YOU NEED TO BE A
BUILDER OF PEOPLE.

LAST FALL, WHEN I WAS VISITING OTTAWA, I WATCHED
CONSTRUCTION CREWS TEARING A BUILDING DOWN. IT BROUGHT TO
MIND THIS SHORT POEM . . .

I WATCHED THEM TEARING A BUILDING DOWN
A GANG OF MEN IN A BUSY TOWN,
WITH A HO-HEAVE-HO, AND A LUSTY YELL,
THEY SWUNG A BEAM AND THE SIDE WALL FELL.

I ASKED THE FOREMAN, ARE THESE MEN SKILLED,
THE KIND OF MEN YOU WOULD HIRE TO BUILD? HE
GAVE ME A LAUGH AND SAID NO INDEED, JUST
COMMON LABOUR IS ALL I NEED.

I CAN WRECK IN A DAY OR TWO, WHAT HAS TAKEN
BUILDERS A YEAR OR MORE TO DO. I THOUGHT TO
MYSELF AS I WENT ON MY WAY, WHICH OF THESE ROLES
HAVE I TRIED TO PLAY?

AM I A BUILDER WHO WORKS WITH CARE,

MEASURING LIFE BY A RULE AND SQUARE?

AM I SHAPING MY DEEDS TO A WELL MADE PLAN,

CAREFULLY DOING THE BEST I CAN?

OR AM I A WRECKER WHO WALKS THE TOWN,

CONTENT WITH THE LABOUR OF TEARING THINGS DOWN?

BE A BUILDER AS THE LEADER OF YOUR PROJECT. BE A BUILDER
AS THE PRESIDENT OF YOUR CLUB. BUILD ON THE PEOPLE AROUND
YOU IN WHATEVER ROLE YOU OCCUPY IN LIONISM AND I GUARANTEE
YOU, THAT YOU WILL BE ABLE TO MOVE AND MOTIVATE THOSE
PEOPLE AS PART OF YOUR TEAM.

TO ME, BEING A BUILDER MEANS THAT YOU NEED TO REMEMBER TWO
THINGS. FIRST, ANYTHING CAN BE ACCOMPLISHED AND ANY GOAL
CAN BE ACHIEVED, WHEN NO ONE CARES WHO GETS THE CREDIT.
SECOND, ALWAYS POSITIVELY SUPPORT THE PEOPLE WORKING WITH
YOU AND NEVER TEAR DOWN.

IF YOU ARE GOING TO BE AN EFFECTIVE LEADER WHO INFLUENCES
OR MOTIVATES OTHERS, YOU NEED TO FORGET ABOUT GETTING ALL
OF THE CREDIT FOR YOURSELF FOR WHAT HAS BEEN ACCOMPLISHED.
IF YOU HELP OTHERS TO ACHIEVE THEIR GOALS, TO REACH THE
MARK, YOU WILL END UP ATTAINING THE GREATEST GOALS FOR
YOURSELF.

BUILD UP AND NEVER TEAR DOWN. DO NOT CRITICIZE UNLESS IT IS CONSTRUCTIVE. IF YOU TAKE PLEASURE IN UNCONSTRUCTIVE CRITICISM, THEN IT IS TIME TO HOLD YOUR TONGUE. IF YOU ARE TEMPTED TO SLANDER SOMEONE, DON'T SPEAK IT BUT WRITE IT INSTEAD, IN THE SAND NEAR THE WATER'S EDGE. GOSSIP, WHETHER IT IS TRUE OR NOT IS LIKE WET MUD ON A WALL. IT WILL DRY AND YOU CAN WIPE IT OFF, BUT IT WILL ALWAYS LEAVE A STAIN.

REMEMBER, OUR LIONS CODE OF ETHICS DEMANDS THAT WE BE 'CAREFUL WITH OUR CRITICISM AND LIBERAL WITH OUR PRAISE'; THAT WE BUILD UP AND NOT DESTROY.

LET ME GIVE YOU THIS ABSOLUTE GUARANTEE. IF YOU WORK ON BUILDING THE PEOPLE AROUND YOU AND YOU HELP THEM ACHIEVE THEIR GOALS, YOU WILL MOST CERTAINLY ACHIEVE YOURS AS WELL.

STILL ANOTHER TRAIT OF SUCH A LEADER, IS THAT HE OR SHE IS CARING. LIVE WITH A SENSE OF OBLIGATION. COMMIT YOURSELF TO A LIFE OF SERVICE, AND TO OTHER PEOPLE, ABOVE SELF.

A GOOD LEADER MUST BE HUMAN, YET STRONG ENOUGH TO BE GENTLE AND CARING. UNDERSTAND THAT THOSE YOU WORK WITH ARE PEOPLE, NOT MACHINES.

AS THE BIBLE SAYS, "THE ONE WHO WOULD BE THE GREATEST MUST BE THE SERVANT OF ALL". THIS PUTS GREATNESS AND GOODNESS WITHIN THE REACH AND RESPONSIBILITY OF EVERY HUMAN BEING. THAT'S ONE OF THE KEYS IN BEING ABLE TO MOTIVATE OTHERS AND TO EFFECTIVELY LEAD THEM. IT IS ALSO, MOST CERTAINLY THE BEST WAY TO BE REMEMBERED. WHAT DO YOU WANT PEOPLE TO SAY ABOUT YOU AT THE END OF THE DAY?

CHARLES DICKENS SAID, "NO ONE IS USELESS IN THIS WORLD WHO LIGHTENS THE BURDEN OF IT FOR SOMEONE ELSE". SEE A SHUT-IN, TAKE AN ORPHAN TO A BALL GAME, TAKE AN ELDERLY PERSON FOR A CAR RIDE. DO SOMETHING FOR SOMEONE WHO CAN'T REPAY YOU. REMEMBER, IF YOU ARE GOING TO MOTIVATE AND EFFECTIVELY INFLUENCE OTHERS, YOU NEED TO CARE AND THAT NEEDS TO CLEARLY SHOW. NO ONE CARES HOW MUCH YOU KNOW UNTIL THEY KNOW HOW MUCH YOU CARE.

YOU CAN'T MOTIVATE OTHERS EFFECTIVELY UNTIL THEY KNOW THAT YOU CARE VERY DEEPLY, THAT YOU CARE ABOUT THE PROJECT OR THE CLUB, THAT YOU CARE ABOUT THEM, AND THAT YOU CARE ABOUT THE PEOPLE WHO WILL BE HELPED BY WHAT WE DO AS LIONS.

ANOTHER CHARACTERISTIC OF A LEADER WHO INFLUENCES OTHERS EFFECTIVELY IS THAT HE OR SHE HAS A CLEAR VISION OF WHERE THEY ARE, WHERE THEY ARE GOING AND HOW THEY ARE GOING TO GET THERE.

I LIKE THIS SHORT SAYING – A GOOD LEADER “KNOWS THE WAY . .
. SHOWS THE WAY . . . AND, GOES THE WAY”!

A PERSON WHO CAN SUCCESSFULLY MOTIVATE OTHERS MUST HAVE A
CLEAR VISION OF THE GOAL OR GOALS THEY WANT TO ACHIEVE. IF
YOU START A SPECIFIC PROJECT WITHOUT HAVING A SPECIFIC GOAL
IN MIND, OR IF YOU LAUNCH INTO YOUR YEAR AS A CLUB
PRESIDENT WITHOUT SPECIFIC GOALS DETERMINED FOR THE YEAR,
YOU ARE NEVER GOING TO KNOW WHERE YOU ARE OR WHAT YOU WANT
TO ACCOMPLISH.

DO YOU KNOW THE LIONS DISTRICT A-4 DISTRICT GOVERNORS GOALS
AND OBJECTIVES FOR 2006-2007? DO YOU KNOW THE DISTRICT
GOVERNOR’S NAME???

KNOW YOUR DISTRICT GOVERNORS ‘GOALS AND OBJECTIVES’. WRITE
THEM DOWN AND ENCOURAGE YOUR LIONS TO STRIVE TO ACCOMPLISH
THEM THROUGHOUT THE LIONS YEAR.

SOME LIONS CLUB GOALS THAT SHOULD ALWAYS BE ON THE MEETING
AGENDA INCLUDE:

. EXTENDING HARMONY

WHICH MEANS BRINGING IN NEW QUALITY CLUB MEMBERS, BOTH
MEN AND WOMEN, AND FORMING NEW LIONS CLUBS. LET’S

SHARE WITH OTHERS, THE BENEFITS WE HAVE ENJOYED
OURSELVES. .

HARMONY WITH YOUTH

MEANS PROMOTING YOUTH PROGRAMS SUCH AS LEO CLUBS,
YOUTH OUTREACH, YOUTH EXCHANGE AND INTERNATIONAL YOUTH
CAMPS. . HARMONY

OF IMAGE

MEANS EXPRESSING OUR 'PRIDE IN LIONISM' AND PROMOTING
A POSITIVE IMAGE. .

HARMONY OF ACTION

MEANS RENEWING OUR PLEDGE OF SERVICE TO OUR
COMMUNITIES, OUR PROVINCE, OUR COUNTRY, AND
INTERNATIONAL. .

HARMONY OF LEADERSHIP

MEANS THE MERL TEAM CONDUCTING INFORMATIONAL,
MOTIVATIONAL AND LEADERSHIP SESSIONS AT DISTRICT
CONVENTIONS, ETC. .

HARMONY OF FELLOWSHIP/FUN

MEANS ENCOURAGING INVOLVEMENT IN CLUB PROJECTS AND
ACTIVITIES, REGION MEETINGS, ZONE MEETINGS,
CONVENTIONS AND ENCOURAGING FELLOWSHIP AND FUN.

YOUR DISTRICT GOVERNOR AND ALL MEMBERS OF THE MERL TEAM
RESPECTFULLY REQUEST THAT ALL DISTRICT A4 LIONS COMMIT
THEMSELVES TO THESE GOALS AND OBJECTIVES.

HOW IS YOUR CLUB ALIGNED TO LIONS CLUBS INTERNATIONAL'S AND THE DISTRICT A-4 / DISTRICT GOVERNOR'S GOALS AND OBJECTIVES FOR 2006-2007? DOES YOUR CLUB HAVE A CLEAR VISION?

YOU COULD BE SOMEWHAT LIKE THE AIRLINE PILOT WHO ANNOUNCED OVER THE LOUD SPEAKER SYSTEM, "FLIGHT 432 PASSENGERS, THIS IS YOUR CAPTAIN SPEAKING. I HAVE AN ANNOUNCEMENT TO MAKE. IT HAS SOME GOOD NEWS AND SOME BAD NEWS. FIRST, THE BAD NEWS: WE'RE LOST. BUT, THE GOOD NEWS IS THAT WE ARE MAKING GREAT TIME".

IN OTHER WORDS, WE DON'T KNOW WHERE WE ARE GOING, BUT WE ARE GETTING THERE FAST!

YOU ARE GOING TO HAVE FRUSTRATIONS AND DISAPPOINTMENTS ALONG THE WAY, BUT ADJUSTMENTS CAN BE MADE TO ATTAIN YOUR GOALS. WHAT YOU DO EVERY DAY WILL DETERMINE THE FULFILLMENT OF THOSE GOALS.

BE FLEXIBLE. RIGID LEADERS HAVE TROUBLE CHANGING TACTICS. THEY CLING TO FAILING OR FAILED STRATEGIES WHICH CAUSE THEM TO LOSE PERSPECTIVE AND FOCUS. FLEXIBLE LEADERS CAN CHANGE COURSE IF NECESSARY AND ADOPT NEW APPROACHES TO ACHIEVE THEIR GOAL. THE BOTTOM LINE IS, IF YOU ARE GOING TO BE AN

EFFECTIVE MOTIVATOR AND POSITIVELY INFLUENCE PEOPLE, YOU NEED TO HAVE A CLEAR VISION OF WHERE YOU ARE GOING AND BE ABLE TO BE FLEXIBLE ON HOW YOU ARE GOING TO GET THERE.

ANOTHER CHARACTERISTIC OF MOST LEADERS WHO ARE ABLE TO EFFECTIVELY INFLUENCE AND MOTIVATE OTHERS IS THAT THEY ARE INNOVATORS. THEY ARE THE MEN AND WOMEN WHO ARE WILLING TO TAKE RISKS FOR THE RIGHT REASONS, WILLING TO TRY SOMETHING NEW, WILLING TO LOOK UPON CHANGE AS A FRIEND.

THE ONLY CERTAINTY WE HAVE IN OUR LIVES TODAY, BESIDES DEATH AND TAXES, IS CHANGE.

WHILE CHANGE HAS ALWAYS BEEN WITH US, I SUSPECT THAT WHAT WE ARE WITNESSING TODAY IS A DIZZYING, UNPRECEDENTED SWEEP OF CHANGE UNPARALLELLED IN ALL PREVIOUS HISTORY.

BUT, JUST AS CHANGE IS A CERTAINTY IN OUR LIVES, WHAT IS EVEN MORE CERTAIN IS THAT OUR ABILITY TO COPE WITH CHANGE ULTIMATELY DETERMINES OUR SUCCESS OR FAILURE - AS A BUSINESS, AS AN ORGANIZATION, AS A SERVICE CLUB, OR AS INDIVIDUALS.

EMBRACING CHANGE MEANS BEING WILLING TO TAKE RISKS FOR THE RIGHT REASONS.

IT MEANS OVERCOMING THE FEAR OF CHANGE BY REPLACING IT WITH THE ANTICIPATION OF NEW POSSIBILITIES. IT MEANS TAKING CONTROL AND BRINGING SOLUTIONS TO PROBLEMS. EMBRACING CHANGE IS BEING PRO-ACTIVE AS OPPOSED TO BEING RE-ACTIVE.

AS THE WORLD CHANGES, AND IT IS, SO TOO MUST LIONISM CHANGE. EACH ONE OF US NEEDS TO LOOK AT OUR CLUBS AND OUR DISTRICTS TO DETERMINE IF WHAT IS BEING DONE, AND HOW THE CLUB OR THE DISTRICT IS FUNCTIONING, WILL LEAD TO CONTINUED GROWTH AND GREATER SERVICE, OR GO THE OTHER WAY.

THE WAY WE MANAGED THE QUIET PAST IS INADEQUATE FOR THE STORMY PRESENT AND FUTURE. AS OUR CIRCUMSTANCES ARE NEW, WE MUST THINK ANEW AND ACT ANEW.

PAST INTERNATIONAL PRESIDENT WUNDER CHALLENGED US BY REMINDING US THAT WHILE EVERY COMMUNITY CAN BENEFIT FROM A HEALTHY, GROWING LIONS CLUB, "SOME INSTEAD HAVE CLUBS THAT HAVE MARCHED BACKWARDS TOWARD THE PAST. MANY OF THESE CLUBS APPEAR TO BE CONTENT TO APPROACH TOMORROW AS ANOTHER YESTERDAY. AS LEADERS, IT IS OUR JOB TO IDENTIFY AND HELP CLUBS THAT ARE WILLING TO TAKE RISKS AND TO EMBRACE CHANGE."

YOU HAVE ALL HEARD THE STORY OF THE RECENTLY MARRIED YOUNG COUPLE. ONE EVENING, A FEW DAYS AFTER THE WEDDING, THE NEW (AND STILL TRAINABLE) HUSBAND DECIDED TO COOK A SPECIAL DINNER FOR HIS WIFE. HE STARTED BY TAKING THE ROAST OUT OF THE REFRIDGERATOR, LAYING IT ON THE CUTTING BOARD AND MEASURING IT. HE THEN TOOK A KNIFE, CUT OFF THE END OF THE ROAST AND THREW THAT PIECE AWAY. THE WIFE NOTICED AND ASKED WHY HE HAD DONE THAT. HE REPLIED, "THAT'S THE WAY YOU FIX A ROAST, THAT'S THE WAY MY MOTHER ALWAYS DID IT."

SOME DAYS LATER, SHE HAD OCCASION TO ASK HIS MOTHER WHY SHE AND HER SON FIXED A ROAST BY MEASURING IT AND CUTTING OFF THE END BEFORE COOKING IT. SHE REPLIED, "WELL, THAT'S THE WAY YOU FIX A ROAST. THAT'S THE WAY MY MOTHER ALWAYS DID IT".

STILL LATER WHILE VISITING THE GRANDMOTHER SHE HAD THE CHANCE TO ASK THE QUESTION. SHE SAID, "GRANDMOTHER, BOTH YOUR DAUGHTER AND YOUR GRANDSON, WHEN THEY FIX A ROAST, THEY BEGIN BY LAYING THE ROAST ON A CUTTING BOARD, MEASURING IT AND THEN CUTTING OFF THE END AND THROWING THAT PIECE AWAY BEFORE THEY PUT THE ROAST IN THE OVEN. THEY TELL ME THAT THEY DO THAT BECAUSE THEY'VE WATCHED YOU AND YOU HAVE ALWAYS DONE IT THAT WAY. I DON'T UNDERSTAND."

THE GRANDMOTHER LOOKED VERY SURPRISED AND REPLIED, "I DON'T KNOW WHY THEY DO IT, BUT FOR ME, IT'S VERY SIMPLE. I HAVE TO CUT THE END OFF TO MAKE IT FIT INTO MY ROASTING PAN."

REMEMBER THE FLEES IN THE JAR STORY???

WELL MY FELLOW LIONS, THE SIZE OF THE ROASTING PAN HAS CHANGED OVER TIME AND YET, TOO OFTEN WE CONTINUE TO DO THINGS THE WAY WE HAVE ALWAYS DONE THEM WITHOUT ASKING WHETHER IT STILL MAKES SENSE AND WHETHER IT'S RELEVANT TODAY.

IF YOU WANT TO BE SUCCESSFUL IN INFLUENCING OR MOTIVATING OTHERS, BE WILLING TO CHANGE AND TO LOOK UPON CHANGE AS A FRIEND. BE AN INNOVATOR. MAKE CHANGES FOR THE RIGHT REASONS AND OTHERS WILL FOLLOW.

ANOTHER ONE OF THE MOST IMPORTANT TRAITS OF AN EFFECTIVE MOTIVATOR IS THAT HE OR SHE MUST BE AN EFFECTIVE COMMUNICATOR. NOT NECESSARILY A POLISHED SPEAKER, BUT RATHER AN EFFECTIVE COMMUNICATOR AT ALL LEVELS.

YOU CAN MOTIVATE AND BUILD UP YOUR CLUB MEMBERS IF YOU ARE A CLUB PRESIDENT, OR YOUR COMMITTEE MEMBERS IF YOU'RE A PROJECT CHAIRMAN BY WHAT YOU SAY. BUT, YOU NEED TO BE

CAREFUL HOW YOU SAY IT. YOU CAN SAY THE SAME THING TWO DIFFERENT WAYS AND GET THE OPPOSITE RESULT.

LISTEN TO THESE TWO EXAMPLES, WHEN YOU LOOK INTO YOUR WIFE'S FACE AND TENDERLY SAY, "DARLING, WHEN I LOOK AT YOU, THE HANDS OF TIME STAND STILL". WELL NOW, YOU KNOW SHE IS GOING TO BE THRILLED AND WARMLY AGLOW BY THIS STATEMENT. BUT, IF YOU SAY, "HONEY, YOU HAVE A FACE THAT WOULD STOP A CLOCK", YOU KNOW YOU HAVE STRUCK A BLOW FOR DISCORD.

REMEMBER TOO, THAT PRAISE FOR ANOTHER, BEHIND HIS OR HER BACK, REACHES EARS WITH FAR MORE FORCE THAN IF EXPRESSED FACE-TO-FACE.

A ST. JOHN'S HIGH SCHOOL PRINCIPAL GAVE A GOOD EXAMPLE OF HOW UNEXPECTED TACT CAN BRING UNEXPECTED ACTION. A STUDENT'S WRIST WATCH HAD BEEN STOLEN AND THE PRINCIPAL ADDRESSED THE ASSEMBLY, "I BELIEVE IN BOYS. NEARLY EVERY BOY IS GOOD AT HEART. SOMEONE TOOK THAT WATCH WHEN HE WASN'T HIMSELF. TOMORROW MORNING, I WILL NOT COME INTO MY OFFICE UNTIL 10:00 O'CLOCK. NO ONE WILL BE IN MY OFFICE. NO ONE WILL BE WATCHING. I WILL LEAVE THE RIGHT TOP HAND DRAWER OF MY DESK OPEN. I'M SURE I WILL FIND THE WATCH THERE WHEN I ARRIVE". NEXT MORNING, HE DID. IN FACT, HE FOUND SEVEN WATCHES IN HIS TOP DRAWER.

THE ABILITY TO COMMUNICATE THEN IS ESSENTIAL TO BEING AN EFFECTIVE MOTIVATOR, AND IN TURN AN EFFECTIVE LEADER. TO MOTIVATE OTHERS EFFECTIVELY YOU MUST KNOW HOW TO COMMUNICATE YOUR IDEAS TO OTHERS.

IT HAS BEEN SAID THAT YOU GET THE BEST OUT OF OTHERS WHEN YOU GIVE THE BEST OF YOURSELF. IT SEEMS TO ME THAT DESCRIBES THE OFTEN TIMES DIFFICULT TASK OF DOING YOUR JOB AS CLUB PRESIDENT, TREASURER, SECRETARY, PROJECT CHAIRMAN, ETC., BY GETTING OTHERS TO DO THEIRS.

LET'S LOOK AT THIS FOR A MOMENT, IN TERMS OF HOW WE NEED TO COMMUNICATE IN A VOLUNTARY ORGANIZATION, AND HOW THIS MAY AFFECT YOUR LEADERSHIP STYLE. IF YOU OWN OR MANAGE YOUR OWN BUSINESS, YOU CAN TAKE A RATHER AUTHORITARIAN APPROACH TO TELL YOUR EMPLOYEES EXACTLY WHAT TO DO AND WHEN TO DO IT. IF YOUR EMPLOYEES PERFORM, THEY GET PAID. THEY MAY NOT LIKE THE JOB OR THE WAY THEY ARE TREATED, BUT THEY MAY LIKE THE ALTERNATIVE EVEN LESS.

AUTHORITARIAN LEADERSHIP TECHNIQUES ARE SELDOM VERY SUCCESSFUL IN BUSINESS OR IN INDUSTRY. IN LIONISM, THEY ARE NEVER SUCCESSFUL. IN OUR ORGANIZATION, THE LIONS OR LIONESSES DOING THE WORK DO NOT GET PAID AS HE OR SHE DOES

WITH A JOB. AS A MATTER OF FACT, IT WAS REPORTED THAT ON ONE LIONS PROJECT, WHICH INVOLVED LOTS OF DIRTY AND HARD WORK, ONE LION WAS HEARD TO SAY, "YOU COULDN'T PAY ME TO DO THIS!" AND YOU COULDN'T, IN MONEY.

AS A LION, LIONESS OR LEO, YOU ARE PAID IN OTHER WAYS FOR THE SERVICE YOU SO FREELY GIVE. YOU ARE PAID IN THE FRIENDSHIPS MADE AND BY THE FELLOWSHIP ENJOYED. YOU ARE PAID BY THE OPPORTUNITIES AFFORDED FOR LEADERSHIP AND PERSONAL GROWTH AND THE PRESTIGE OF BEING A MEMBER OF THE WORLD'S LARGEST SERVICE ORGANIZATION, LIONS CLUBS INTERNATIONAL.

YOU ARE PAID BY THE SATISFACTION OF ACHIEVEMENT. BUT MOST OF ALL, YOU ARE PAID BY THE JOY OF SERVICE TO OTHERS.

THE JOY OF SERVICE, WHICH IF PROPERLY RENDERED, CAN BE ONE OF THE MOST GRATIFYING OF ALL HUMAN EXPERIENCES.

TO BE AN EFFECTIVE MOTIVATOR, ONE WHO WILL SUCCEED IN MOVING THE CLUB OR PROJECT FORWARD, ONE MUST ENCOURAGE THE BEST EFFORTS OF OTHERS. THE LEADER MUST BE A TEACHER, A COACH AND A CHEERLEADER - NOT AN AUTHORITARIAN DICTATOR. IF YOU ARE GOING TO EFFECTIVELY INFLUENCE THE MEN AND WOMEN WHO ARE ON YOUR TEAM, THEN YOU MUST TREAT THEM WITH

DIGNITY, WITH FAIRNESS AND WITH RESPECT. THAT IS BEING AN EFFECTIVE COMMUNICATOR AND IN TURN AN EFFECTIVE LEADER.

ANOTHER CHARACTERISTIC OF ALL REAL LEADERS WHO MOTIVATE OTHERS IS THAT THEY ALWAYS SHOW APPRECIATION FOR WHAT THE LIONS AND LIONESS ARE DOING. HE OR SHE IS AWARE OF THE NEEDS OF THE LIONS, LIONESS OR LEOS ON THE TEAM. IF YOU ARE GOING TO MOTIVATE OTHERS THEN YOU MUST SEE THAT THEIR NEEDS ARE FULFILLED AND THAT THEY ARE ADEQUATELY REWARDED.

WHEN THE LIONS ON YOUR TEAM COMPLETE THE TASK, WHEN THEY DO IT WELL AND REACH THE GOAL, MAKE SURE THAT THEY ARE RECOGNIZED. WHETHER YOU CALL IT POSITIVE REINFORCEMENT OR STROKING OR JUST COMMON COURTESY, IT WORKS WONDERS.

AS A LION LEADER, WHETHER YOU ARE A CLUB OFFICER, A PROJECT CHAIRMAN OR EVEN A DISTRICT GOVERNOR, IT IS YOUR RESPONSIBILITY TO BE AWARE OF THE PROBLEMS AND CERTAINLY THE SUCCESSES OF THE LIONS, LIONESS AND LEOS IN YOUR AREAS OF RESPONSIBILITY. THEY NEED TO KNOW THAT YOU CARE, THAT IT IS YOUR JOB TO SUPPORT THEM AND TO HELP THEM SUCCEED. REMEMBER, NO ONE CARES HOW MUCH YOU KNOW UNTIL THEY KNOW HOW MUCH YOU CARE.

TAKE EVERY OPPORTUNITY TO RECOGNIZE THE LIONS, LIONESS AND LEOS FOR WHAT THEY ARE DOING. TAKE EVERY OPPORTUNITY TO GIVE THEM A PAT ON THE BACK. TAKE EVERY OPPORTUNITY TO ENCOURAGE EACH AND EVERY DESERVING LION, LIONESS AND LEO. THAT TRULY IS THE SPIRIT OF SUCCESSFUL LION LEADERSHIP, ENCOURAGING THE BEST EFFORTS OF YOUR TEAM TO WORK TOGETHER IN THE SERVICE OF OTHERS.

YOU GET THE BEST OUT OF OTHERS WHEN YOU GIVE THE BEST OF YOURSELF. HARD WORK. PEOPLE WHO EXCEL AS LEADERS WORK LONG HOURS AT HIGH INTENSITY. WHY IS IT IMPORTANT? FIRST OF ALL, IT PROVIDES A ROLE MODEL, INSPIRING AND MOTIVATING OTHERS ON YOUR TEAM TO WORK EVEN HARDER. SECONDLY, IT ALSO COMMUNICATES TO THOSE WITH WHOM YOU ARE WORKING, THE IMPORTANCE OF THE TASK.

HOW MUCH ARE YOU WILLING TO GIVE OF YOURSELF? ONE OF THE CHARACTERISTICS OF SUCCESSFUL MOTIVATORS OR LEADERS, IS THAT THEY WORK HARD. IF YOU ARE GOING TO BE SUCCESSFUL THEN YOU MUST GIVE YOUR TOTAL EFFORT, YOUR TOTAL DESIRE. YOU SEE, DESIRE MAKES US A WINNER. IF YOUR PROJECT IS TO BE SUCCESSFUL, IF YOUR CLUB IS GOING TO MOVE FORWARD, YOU MUST HAVE THE DESIRE TO MAKE IT HAPPEN.

I HAVE SAID THIS MANY TIMES BEFORE AT LIONS MEETINGS, AND I WOULD LIKE TO SAY IT AGAIN, AND AGAIN, AND AGAIN. IN THE WORDS OF PAST INTERNATIONAL PRESIDENT LION BILL BIGGS,

"DON'T TELL ME YOU ARE A COMMITTED LION . . . SHOW ME!"

THE BUMBLE BEE CAN FLY. THE DYNAMICS ARE ALL WRONG. HIS WINGS ARE TOO SMALL, HIS BODY IS TOO BIG. BUT THE BUMBLE BEE CAN'T READ. HE DOESN'T KNOW ALL OF THOSE FACTS. DESIRE MAKES HIM A WINNER.

BEING A GOOD AND EFFECTIVE LEADER IS GOING TO BE A LOT MORE FUN THAN BEING MEDIOCRE OR POOR. YOU SEE, YOU ARE GOING TO PAY THE PRICE EITHER WAY. SO, DETERMINE RIGHT NOW THAT YOU ARE GOING TO BE THE BEST CLUB PRESIDENT OR BEST PROJECT CHAIRMAN THAT YOUR CLUB HAS EVER HAD. AND, THAT YOU ARE GOING TO TOTALLY COMMIT YOURSELF TO THAT GOAL.

DON'T LET A MOMENTARY FAILURE THROW YOU OFF YOUR PROGRAM. NO DAY HAS TO BE A FAILURE. THOMAS EDISON, WHEN WORKING ON THE INVENTION OF THE ELECTRIC LIGHT WAS ASKED HOW HE COULD KEEP GOING WHEN HE HAD FAILED A THOUSAND TIMES. HE REPLIED, "I HAVEN'T FAILED A THOUSAND TIMES, I'VE ONLY DISCOVERED A THOUSAND WAYS IT WON'T WORK".

ACCEPT YOURSELF AND OTHERS WILL ACCEPT YOU, WELCOME YOU AND FOLLOW YOU. YOU CAN'T PERFORM BEYOND THE IMAGE YOU HAVE OF YOURSELF. IF YOU SEE ALL OF THE LIONS AND LIONESS THAT YOU MEET AS CAPABLE AND GOOD, AND YOU TREAT THEM ACCORDINGLY, THEY ARE ALMOST ALWAYS GOING TO FULFILL YOUR EXPECTATIONS.

REMEMBER, YOU GET THE BEST OUT OF OTHERS WHEN YOU GIVE THE BEST OF YOURSELF.

TO SUMMARIZE, THE CHARACTERISTICS OF LEADERS WHO INFLUENCE OR MOTIVATE OTHERS EFFECTIVELY ARE:

- THEY ARE PERSONALLY MOTIVATED
- THEY WILL ALWAYS BE ENTHUSIASTIC AND HAVE A POSITIVE ATTITUDE
- THEY ARE ALWAYS BUILDERS
- THEY ARE ALWAYS CARING
- THEY HAVE A CLEAR VISION OF WHERE THEY ARE, WHERE THEY ARE GOING AND HOW THEY ARE GOING TO GET THERE
- THEY ARE FLEXIBLE
- THEY ARE INNOVATORS
- THEY ARE ALWAYS WILLING TO EMBRACE CHANGE
- THEY ARE EFFECTIVE COMMUNICATORS

- THEY ENCOURAGE THE BEST EFFORTS OF OTHERS AND ALWAYS SHOW THEIR APPRECIATION
- THEY ARE PREPARED TO WORK HARD; AND
- PROBABLY THE MOST IMPORTANT, THEY ALWAYS GIVE THE BEST OF THEMSELVES IN ORDER TO ACHIEVE THEIR GOALS.

LEADERS OF THE FUTURE, YOU AND THE MEN AND WOMEN YOU LEAD ARE THE HANDS, AND THE HEART, AND THE MINDS OF YOUR COMMUNITIES, OF OUR WORLD. FROM THIS DAY FORWARD, PLAN WITH YOUR MIND, WORK WITH YOUR HANDS; AND SERVE ALWAYS WITH YOUR HEART.

MAKE YOUR PROGRAMS OUTSTANDING, NOT MEDIOCRE. IMPRESS PEOPLE. MAKE THEM INQUISITIVE.

PEOPLE WORKING TOGETHER CAN ACCOMPLISH GREAT THINGS.

OUR FOUNDER, LION MELVIN JONES, SAID THAT HE WANTED TO 'LEAVE THE WORLD A BETTER PLACE'. WITHIN YOUR RESPECTIVE CLUBS, WITH MELVIN JONES WORDS ON YOUR MIND, I WOULD LIKE TO CHALLENGE EACH OF YOU TO MAKE A DIFFERENCE.

LIVE A LIFE THAT MATTERS. THANK YOU.