

G.R.E.A.T. Teams for Association Leaders

How Championship Leaders Engage Volunteers to Maximize Success

Most associations rely heavily on volunteers – their energy, skills, and knowledge is essential to meeting the association’s mission and objectives. When association leaders understand volunteer motivations, their needs, and their abilities to contribute, much can be gained! This program shows how association leaders can apply the G.R.E.A.T. team leadership principles – Goals, Roles, Environment, Authenticity, and Trust – and lead today’s busy volunteers. You’ll learn how to appeal to the volunteer’s motivations, focus their activity on meaningful results, and build engagement for a stronger, more effective organization.

This keynote session is designed specifically for Association Chapter Leaders. The objective is to help leaders deal more effectively with the issues of volunteers, volunteer board members, and committees. Topics include: how to manage people that don't report to you; busy people with the best of intentions; volunteers with a personal mission; and how to reward and recognize your volunteers.

- Understanding Today’s Busy Volunteers
- How to Motivate, Engage, and Reward Volunteers
- Are You Leading Volunteers or Volun-tolds?
- Principles of G.R.E.A.T. Team Leadership
- Three Keys to Authentic Participation and Engagement

Format

60 to 90 minute program

Speaker Biography

Ron Black knows what it takes to lead people and organizations through growth, turbulence, and change—and with limited resources. His programs help business owners, association leaders, and professionals create high-performance teams.

As the founder of nine businesses, a four-time turnaround executive, and Fortune 500 marketing VP, Ron’s approach was forged hands-on.

He has delivered over 1500 keynote, seminar, and workshop programs in 47 states, throughout Canada and Australia, in Columbia, S.A. and Moscow, Russia.

