



2020 NMA Chapter Leadership Training  
Friday & Saturday, April 24 & 25, 2020



# The Ingredients of a Successful NMA Chapter in Good Times and Challenging Times

*Steve Bailey, CM, Facilitator*



# Ingredients of a Successful NMA Chapter in Good Times and in Challenging Times

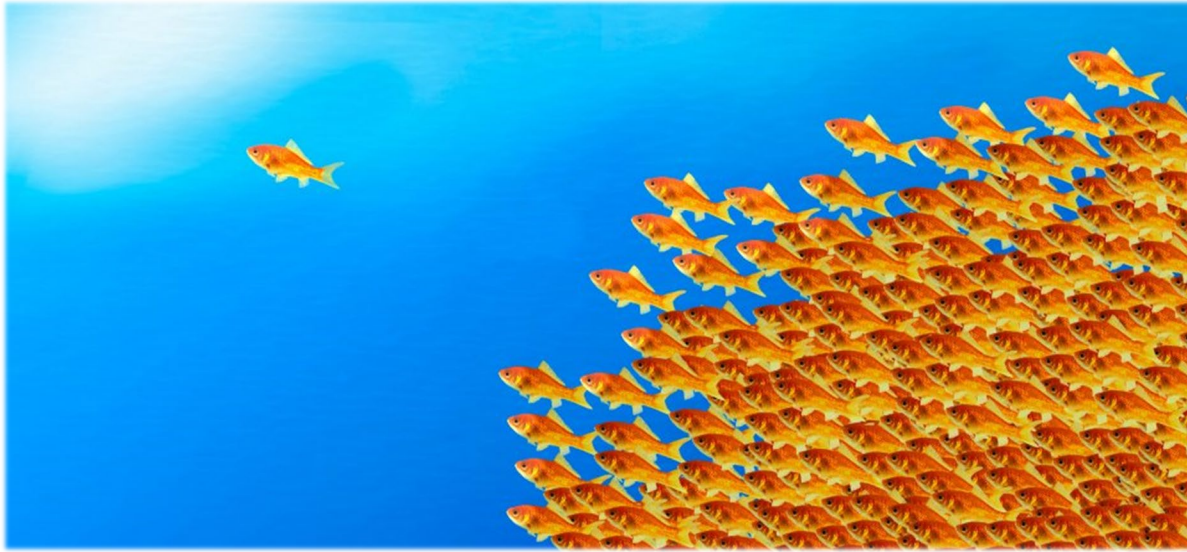
## Today's CLT Facilitator:



**Steve Bailey, CM**  
NMA Executive Director  
Dayton, OH



# Thank YOU for serving your chapters



# Now, more than ever...

Chapter leaders need to LEAD ...  
up their “game” ... sharpen their  
skills ... and fasten their seatbelts!



**COVID-19**  
**RESPONSE**





# Leading is a State of Being

## Today's Learning Objectives:

- Being able to recognize the characteristics of a value-added NMA chapter
- Being able to spot behaviors or missed opportunities that undermine success ... including the “after effects” of COVID-19
- Presidents, VPs, ALL officers - Being able to lead your chapter with more impact



# Ingredients of a Successful NMA Chapter



# Guess Who's Coming to Dinner?

- ❖ Executive Management/Community Leaders
- ❖ Human Resources/Training Staff
- ❖ Existing Members
- ❖ Potential Members



*What do they like to eat?*

*What might they like to “try”?*

*What are they allergic to?*



# Decide What You're Fixing!

- ❖ Grab the recipe book - Start with your VISION and/or MISSION Statements
- ❖ Eat healthy! Find the company goals and objectives or community needs
- ❖ Use **FRESH** ingredients - Look for new recipes; quit fixing the same old thing!



NMA  
*developing* the  
Leader  
*in you!*





# Set Your Table

- ❖ Take stock of the “Brand” of your chapter
- ❖ Pay attention to details
- ❖ Use some “stretch” fabric
- ❖ Set placecards for new people, show them to their seats
- ❖ Anticipate the unexpected
- ❖ Never forget you’re the HOST



# Assess Your Cooking Tools

- ☐ Executive Management Support
- ☐ Officer Transition Plan
- ☐ Chapter Meeting Yearly Plan
- ☐ Professional Development Program Plan
- ☐ Community Service Activity Plan
- ☐ Budget Allocations
- ☐ Membership Growth Plan



# What Cookbook Do I Use?

**FOOD RECIPES**

Home Recipes Chefs Programmes Ingredients Techniques FAQs

In Season Occasions Cuisines Dishes

## Easy spaghetti Bolognese



Preparation time  
**less than 30 mins**

Cooking time  
**30 mins to 1 hour**

Serves  
**Serves 4**

Recommended by  
**23 people**

A classic Bolognese sauce still tastes great, no matter how simple. Get that depth of flavour by cooking the sauce very gently until it's super rich. This is designed to be a low cost recipe.

Find a recipe on BBC Food

☐ Quick & Easy ☐ Vegetarian

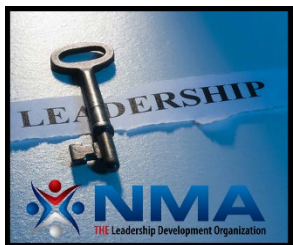
### Related Recipes



**Macaroni cheese**  
By Gail Richards



All at  
[nma1.org](http://nma1.org)





# The NMA CAR1 Cookbook!!!



## NMA Chapter Achievement Roadmap CAR1 - Effective January 1, 2019 or July 1, 2019 (at beginning of chapter's new Admin Year - (includes Program Award))

Chp Name: \_\_\_\_\_  
 Chp #: \_\_\_\_\_  
 Your Name: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Mon/Yr Rpt: \_\_\_\_\_  
 Adm Yr: Jan - Dec

### Points Needed for Awards

Exc: # of members/2500))  
 Sup: # of members/2500))  
 Out: # of members/2500))

Check Points Needed

Tot Appr Pts

0

NMA ONLY  
 Jan \_\_\_\_\_ Jul \_\_\_\_\_  
 Feb \_\_\_\_\_ Aug \_\_\_\_\_  
 Mar \_\_\_\_\_ Sep \_\_\_\_\_  
 Apr \_\_\_\_\_ Oct \_\_\_\_\_  
 May \_\_\_\_\_ Nov \_\_\_\_\_  
 Jun \_\_\_\_\_ Dec \_\_\_\_\_

REVISED March 2019

If your administrative year is not Jan-Dec, overtype the months on line 10 and this will change them throughout the spreadsheet.  
 For assistance with any of the criteria, click on the CAR1 Criteria tab at the bottom. This form MUST BE submitted to NMA each month in order to qualify for an award.

### A. ADMINISTRATION

A1. Chapter Management	Pts	Max	Tot	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Sub mit
A1a Chp Organization Chart	2	2	0													0
A1b Officer Transitioning	2	2	0													0
A1c Advanced Program Plan	2	2	0													0
A1d Goals and Objectives	2	2	0													0
A1e Budget	2	2	0													0
A1f Renewals and Dues paid on time																
A1g New Election Results sent to NMA	2	2	0													0
A1h Committee Meetings	1	12	0													0
A1i IRS-990 Submitted on time	10	10	0													0
A1j CAR1 Submitted to NMA on Time (NMA will enter this)	3	36	0													0
A1k CAR1 Submitted Late to NMA (NMA will enter this)	-3	-36	0													0
Total Approved A1		0		0	0	0	0	0	0	0	0	0	0	0	0	0
A2. Chapter Board of Directors	Pts	Max	Tot	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Sub mit
A2a Chp Board of Directors Meetings	2	24	0													0
A2b National/Associate Director Invited to Each Board Meeting	1	12	0													0
A2c Director's Name (list on tab A2c)	1	1	0													0
A2d Meeting with Executive Advisors	1	12	0													0
A2e Names and Titles of Executive Advisors (list on tab A2e)	2	2	0													0
A2f Chp Board Minutes Sent to Assigned Director	1	12	0													0
A2g Chp Supports National/Associate Director	5	10	0													0
A2h National/Assoc Dir Submits Director Report on Time	1	12	0													0
Total Approved A2		0		0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL A. ADMINISTRATION Pts		0														

### B. MEMBER SERVICES

B1. Professional Development	Pts	Max	Tot	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Pts Sub
B1a Authorized to Grant CEU	5	5	0													0
B1b Chp PD Catalogue/Guide	3	3	0													0
no max B1c Chp Spons NMA Proprietary PD Crs Compl (list on tab B1c)	5		0													0
no max B1d Chp Spons Non-NMA PD Crs Complete (list on tab B1d))	3		0													0
no max B1e Bonus Pts for PD Courses Completed in B1c & B1d	1-3		0													0
no max B1f Online Courses (live or recorded) Completed (list on tab B1f)	1-6		0													0
no max B1g Courses Taken at Other Chapters (list on tab B1g)	1-6		0													0
no max B1h Executive Management Participation	4		0													0
no max B1i Members Taking IQShare, BTE, or MindEdge Crs (list on tab B1i)	1		0													0





# Recipe Ingredients

*First, line your pan with:*

❖ 1 cup All Purpose Executive Management Input, mixed with melted WIIFM and...



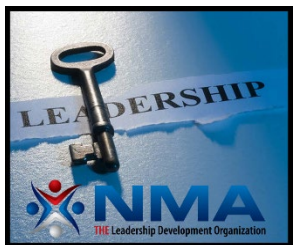
# Recipe Ingredients

- ❖ 3 Tbsp. Human Resources and Training Department Essential Oils



# From: Chapter Management Pantry

- ❖ 1 completed chapter org chart
- ❖ 1 cup chapter officer training & mentoring
- ❖ 1 set of published goals & objectives
- ❖ 1 published budget (adjust seasoning as necessary)
- ❖ 12 mo. NMA Membership Renewal Forms
- ❖ 1 pkg. Election Results sent to NMA



# From: Professional Development Shelf

- ❖ 1 B-3 form (Request to Grant CEU)
- ❖ 1 large PD Plan of Action
- ❖ 1 cup varied PD offerings
- ❖ 1 T Executive Management Participation
- ❖ 2 tsp CM (Certified Manager) Activities
- ❖ 3 pkgs *new FaciliSkills courses*
- ❖ 1 envelope of *Building Virtual Teams*
- ❖ 2 cups company HR linkages





# From: Communications Cupboard

- ❖ Chapter Newsletters to taste
- ❖ 4 tsp regular PD activity reminders
- ❖ 1 can of chapter website updates
- ❖ 1/4 tsp published links to [nma1.org](http://nma1.org)
- ❖ 2 T articles submitted for *NMA Breaktime*
- ❖ 2 T postings on your own or NMA's Facebook page, blog, or Twitter(@nmaleaders)



# From: Association Development Cooler

- ❖ 1 large Membership Growth Plan
- ❖ 1 pint of leverage via our 2020 Membership Campaign
- ❖ 2 liters Chapter Marketing Materials
- ❖ 3 cups “qualified” lead referrals to NMA
- ❖ 4 cups - Participation in Chapter Growth Incentive Plan - \$25 for each new member of each new chapter!



# From: Association Image Drawer

- ❖ 1 cup local chapter press coverage
- ❖ 1 Silver Knight or Leadership Award ceremony
- ❖ 1 cup Chapter Member of the Year Award  
plus ½ cup submission for national MOY
- ❖ 3 cups Executive of the Year & Hall of  
Fame nominations sent to NMA - by June 15
- ❖ 1 large serving Top Management Night  
programs



AWARDS &  
RECOGNITION



# From: Community Services Cabinet

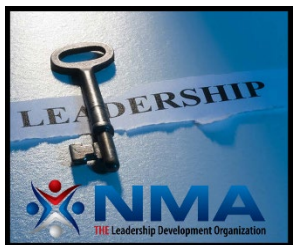
- ❖ 1 Speech Contest plan
- ❖ 2 cups youth programs
- ❖ 3 cups organized community events
- ❖ 4 cups **Ingenuity**
- ❖ 3 T support/organization for company or community events
- ❖ 3 tsp Management/Leadership Week in America programming





# Mix all ingredients together & add:

- ❖ 1-16oz. can New Member Orientation
- ❖ 2 scoops of communicating with your assigned National Director and/or Associate Director
- ❖ 3 scoops of membership roster updates to NMA
- ❖ 1 yearly consideration of supporting a National Director or Associate Director from your chapter
- ❖ 1 cup of purely social gatherings



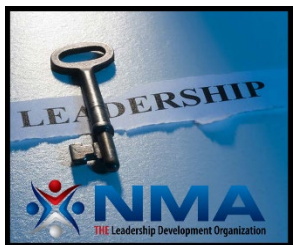
# Before baking, sprinkle with:

- ❖ Membership surveys and feedback
- ❖ Regular meetings with your advisors
- ❖ Familiarity with NMA's website
- ❖ Ongoing recognition for your colleagues

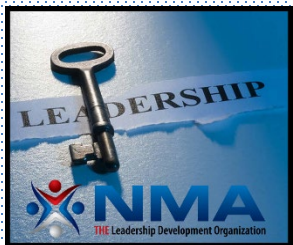


*"The strength of the team is each individual member. The strength of each member is the team"*

**Keith Ferrazzi**



# What's going on here???





# Before putting it in the oven ...

- ❖ Ask yourselves, “Is NMA **THE PLACE** to be around here?”





# Then...

Cook according to directions ... and  
await your masterpiece.



# Ingredients of a Successful NMA Chapter

But what happens when things go awry?



# How to Lead a Chapter in Challenging Times

A leader with high emotional intelligence, forethought, and experience is essential. He or she will GROW in the face of difficulties.

- You know your chapter
- You know your members
- You are in touch with senior leadership
- You adopt a “No guts, no glory” mindset
- You make working from home WORK for you!



# How to Lead a Chapter in Challenging Times

Everyone has approached current realities differently and everyone is affected by it differently.





# 4 Tips for Working from Home

## #1. Create “work” triggers for your brain

### Working from home

In the face of **COVID-19**, there will be more and more of us working from home. If this is new to you, here are our top tips to stay productive.

### Concerned?

If you are showing symptoms of COVID-19 or have been in contact with someone who has returned from an affected area or is a confirmed case, you should use the online **NHS 111** coronavirus service.

#### START YOUR DAY

Just like you would to go to work, keep your getting ready routine pretty similar; have a shower, get dressed and brush your teeth! Flipping the switch from home to work mode will help you get in the zone and focused for work.

#### KEEP IN TOUCH

Stay in regular touch with your clients & colleagues throughout the day - this will keep you focused on the tasks you are working on and maintain a collaborative process to what you're working on.

#### LIMIT DISTRACTIONS

Set up your work space in an area where you won't be easily distracted; while it might be good to have the radio playing, having the TV on is something to avoid to stay focused.

#### BE ACTIVE

Though advice says to stay at home where possible, you can leave the house for exercise if you maintain a safe distance from others (1m minimum). Going for a walk at lunch can improve your mental health and give your day structure and if you'd prefer not to go outside, there are free workout videos on Youtube for you to do at home.



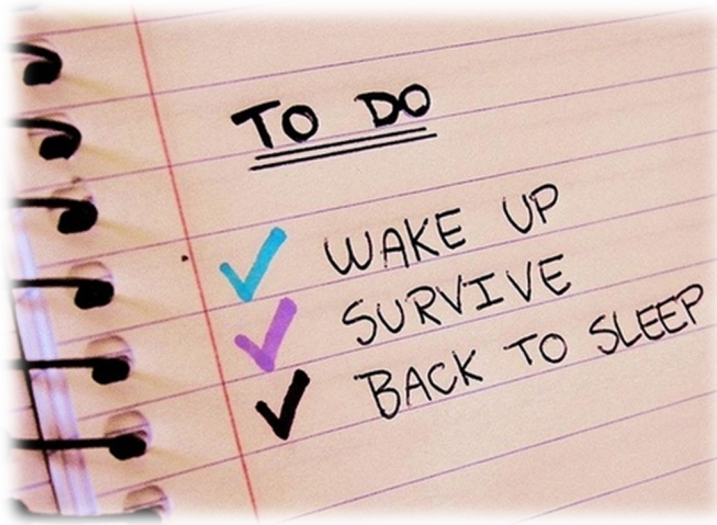
Cordant  
People  
Recruitment Specialists





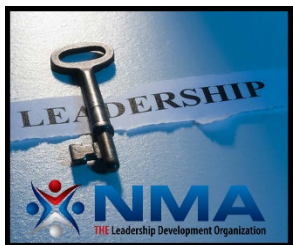
# 4 Tips for Working from Home

## #2. Stay motivated with a list



**Don't make these 7 mistakes:**

- 1. Thinking there's only one "right" system**
- 2. Putting too many things on your list**
- 3. Not prioritizing your tasks**
- 4. Listing projects instead of tasks**
- 5. Being productive instead of effective**
- 6. Making only one To Do List**
- 7. Not making your list beforehand**



# 4 Tips for Working from Home

## #3. Make a schedule for everything



# 4 Tips for Working from Home

## #4. Create a process for collaboration

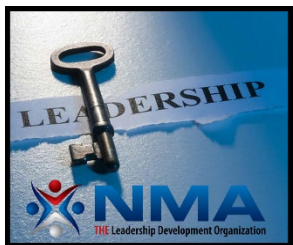


# 5 Tips for Becoming an Effective Chapter Leader in Difficult Times

## #1. Master Your Own Fear

**“Leadership is the ability to hide your panic from others.”**

*- Lao Tuz*



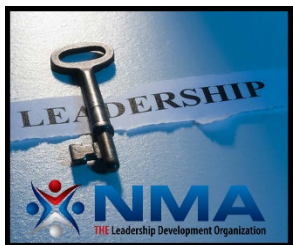


# 5 Tips for Becoming an Effective Chapter Leader in Difficult Times

## #2. Love & Respect Your Mission

**“The courage of leadership is giving others the chance to succeed, even though you bear the responsibility for getting things done.”**

*- Simon Sinek*





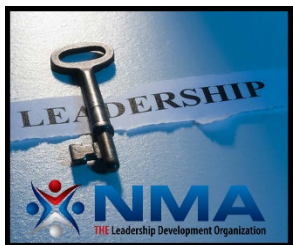
# 5 Tips for Becoming an Effective Chapter Leader in Difficult Times

## #3. Be Prepared



**"No matter how many times you save the world; it always manages to get back in jeopardy again. ."**

*- Mr. Incredible*

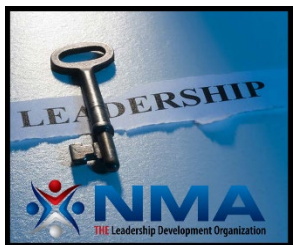


# 5 Tips for Becoming an Effective Chapter Leader in Difficult Times

## #4. Keep Learning

**"Courage is what it takes to stand up and speak; courage is also what it takes to sit down and listen."**

*- Winston Churchill*

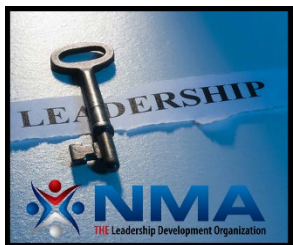


# 5 Tips for Becoming an Effective Chapter Leader in Difficult Times

## #5. Get Some Attitude



*"I'm in control  
My worries are few  
'Cause I've got love  
Like I never knew  
Ooh Ooh Ooh Ooh Ooh  
I've got a New Attitude"*



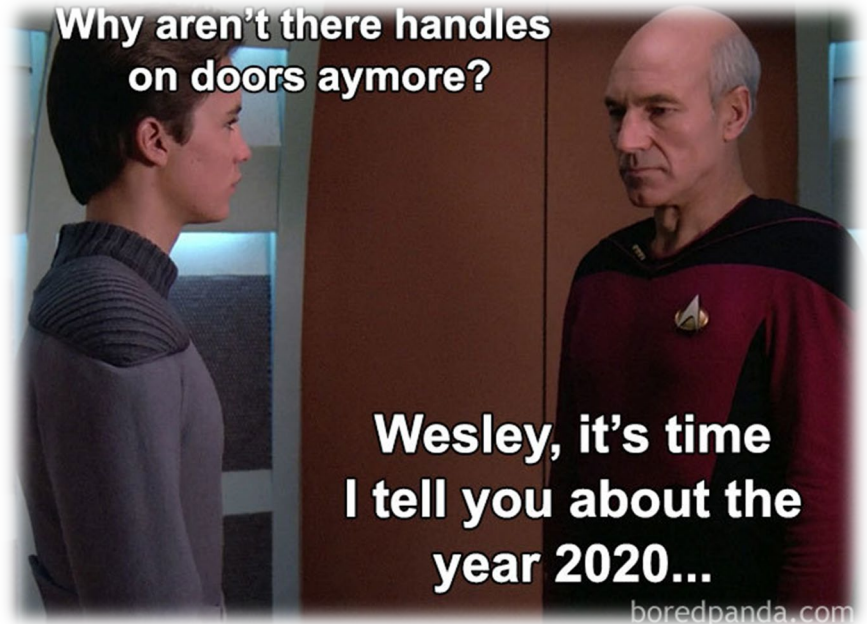
# One More Tip for Becoming an Effective Chapter Leader in Difficult Times

## Keep perspective and your sense of humor

HOW TO PROPERLY  
GREET SOMEONE DURING  
THE CORONAVIRUS OUTBREAK



Why aren't there handles  
on doors anymore?



Wesley, it's time  
I tell you about the  
year 2020...

boredpanda.com

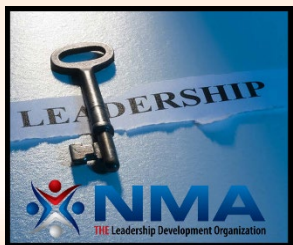




# What Are Some Effective Chapter Leaders Currently Doing?



**Let's Take a Look ...**





# What Our Chapter Leaders are DOING...

- We have a bi-weekly meeting rhythm for our Exec Committee to maintain focus
- Held a “Virtual Offsite” 4/10. Attendees included executive sponsors, Board Chair, and Exec Comm to review our strategic plan and make adjustments
- Are virtually reviewing applications for scholarships from high school students
- In PD, we will hold our second Mentoring Round Table, Speed Networking (Part 1) and the Leadership Laboratory virtually
- Thinking ahead, brainstorming ideas to offer PMP and CM certifications online
- Organizing a food drive for the local Foodbank, collecting items virtually via online store orders
- Looking for ways to bolster our Linked In and WhatsApp presence in order to stay closer to our members.

Jay Patel, President, LMLA - Marietta, GA



# What Our Chapter Leaders are DOING...

- Spirits are high; people seem to be choosing to enjoy working from home
- We sent links to 2 NMA Live Online Webinar recordings to our members - “Managing Relationships & Change” and “The Secrets to Working Virtually”.
- I plan to send a leadership article/link to all NMA members at least once a month, or sooner if I find something that I feel would be of great benefit
- Our Board has been communicating via email, Instant Messaging, and the occasional phone call
- Next will be a WebEx style meeting for all of our Board members
- Many of us will be participating in NMA’s free Virtual CLT, April 24<sup>th</sup> and 25<sup>th</sup>

Brian Meier, President  
Boeing Fort Walton Beach Leadership Assoc.



# What Our Chapter Leaders are DOING...

- Holding 1 hr. Leadership Team meetings via WebEx
- Scheduling GMM “prep meetings” 2-3 days prior to GMM, including any speakers
- GMMs (General Management Meetings) now held virtually; 90 minutes; Open Video for the NLA President and speakers; optional video for members
- Sending GMM invite reminders via email and Yammer (Nokia social platform)
- Inviting 10-15 non-NLA Nokia employees to the monthly GMM; “Boosters” trying to get them to join.
- Keeping the NMA LiveOnline Webinar promos in front of chapter members

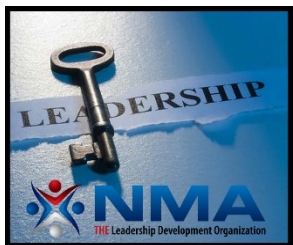
*continued...*



# What Our Chapter Leaders are DOING...

- Holding virtual classes from Udacity (a for-profit educational org.) education platform using Nokia WebEx or Microsoft Team to access Udacity
- NLA Book Club holding monthly 90-minute Virtual WebEx meetings
- Keeping track of members, keeping dues payments to NMA current, following up with all payroll deduction changes
- Across the board, we are using email, Jabber (IP Phone) and virtual Nokia platforms (Jabber, WebEx, and Microsoft Teams)

Marcelo da Silva Laranjeira  
Nokia Leadership Association, Richardson, TX



# What Our Chapter Leaders are DOING...

- Sent an email to all members suggest activities to do while working from home. The email said, in part, *“We hope to provide at least some novel resources and/or ideas to help you both in your personal development as well as leadership development”*.
  - Topics were grouped into
    - Skill building
    - Exercise
    - Meditation/Self-Care
    - Miscellaneous
- The chapter also set up a forum on SharePoint so members could share ideas for personal and leadership development while people are experiencing the shelter-in-place order.

from Leah Perreault, Lockheed Martin Space/Denver Chapter





# What Our Chapter Leaders are DOING...

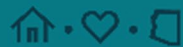
- We are managing as best we can and using virtual tools to communicate and collaborate.
- We are partnering with the company to do our collective best when it comes to mitigating and trying to stop cross-spreading of this virus.
- Personally, I have been using Google Hangouts and Instant Messaging to work with our chapter leaders.
- Finding the glass to be “half full”, I’ll admit that working from home a few days a week has allowed me to catch up on some older chapter actions that need to be addressed.

Shelby Armstrong, President  
Collins Leadership Association  
Melbourne, Florida

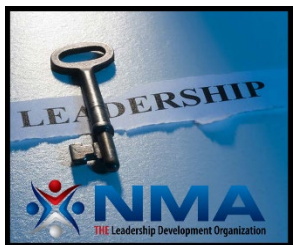


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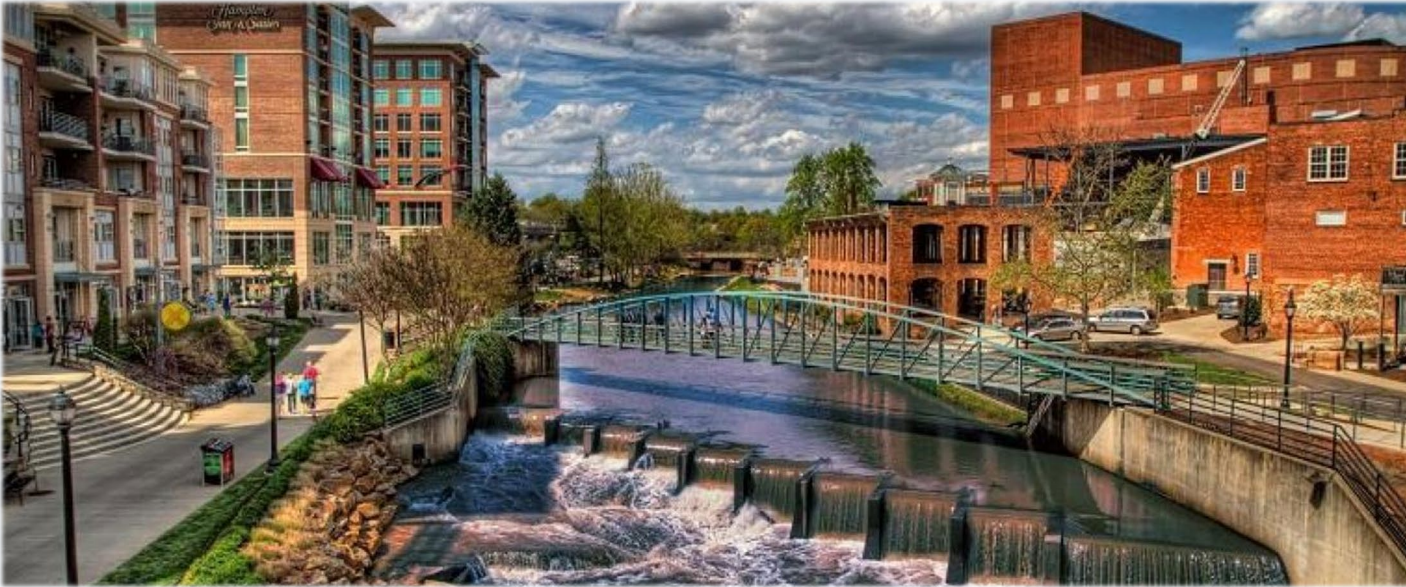
**Thanks for joining us this morning!**



**STAY HOME  
STAY HEALTHY  
STAY CONNECTED**



# See You in Greenville, SC - October 15-18



## NMA Annual Conference

