

INSPIRING our LEADERS of TOMORROW

Recruiting and Volunteer Succession Planning

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IEEE
SECTIONS
CONGRESS
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What We Will Learn

The seven deadly traps of recruiting and volunteer succession planning . . .

And how to overcome them.



Trap #1

The Marketing Trap

The Trap:

We believe that an announcement is recruiting.

- Posting for volunteers is not recruiting.
- An announcement at your event is not recruiting.

The Marketing Trap

Marketing

- Awakens passion
- Affirms volunteers

Recruiting

- Recruiting is asking
- Recruiting is sales

Trap #2

The Commitment Trap

The Trap:

- We recruit as if we are asking for a life-time commitment.
- The growing episodic volunteer phenomenon

The Commitment Trap

The event method of recruiting

- Don't ask for a commitment—ask for help for an event.
- Use your events to
 - Awaken passion.
 - Test out the relationship and see if you even want this volunteer.

The Commitment Trap

- The event
- Working the event
- The sales pitch

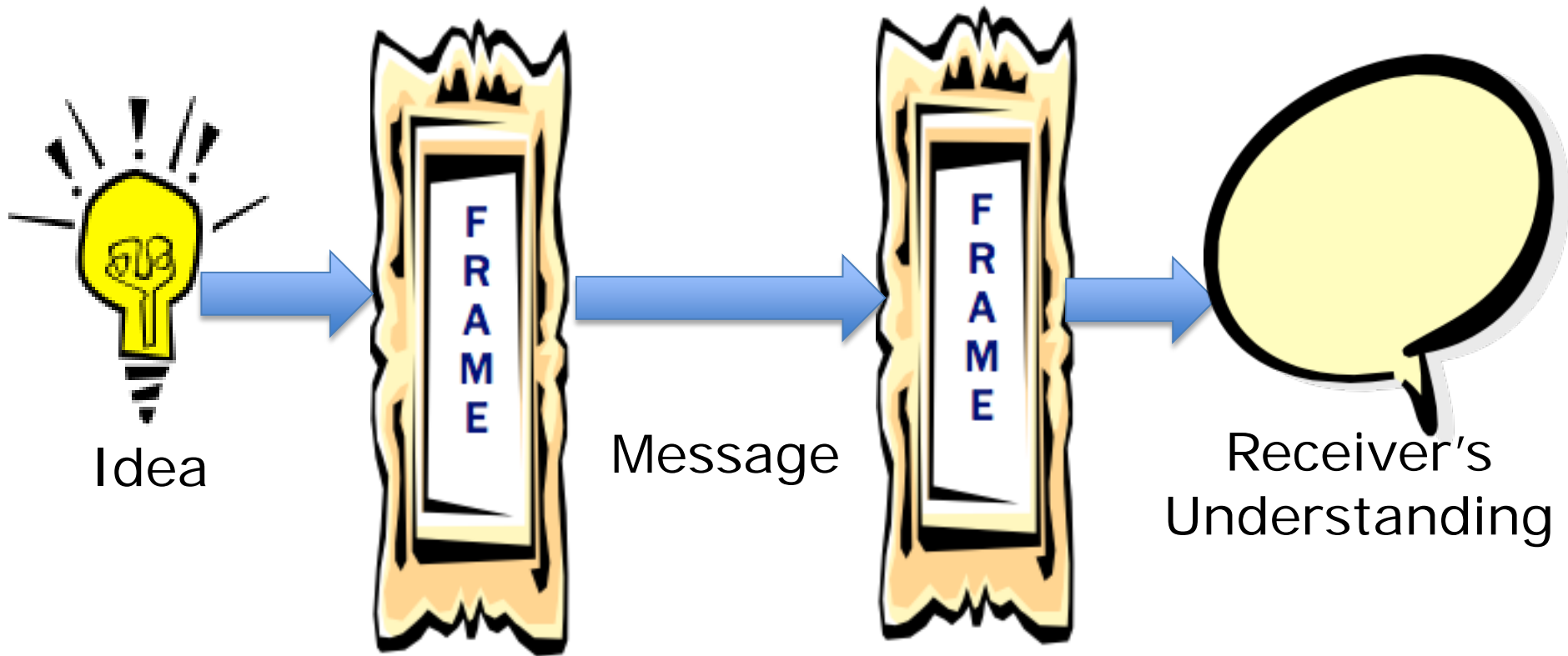
Trap #3

The Framing Trap

The Trap:

- We fail to frame our recruiting message to the prospective volunteer's passion.

The Framing Trap



The Framing Trap

Common frames

- Gender
- Ethnicity
- Personality
- Education
- Generation

The Framing Trap

The duct tape tools

- 80/20
- “|”
- Echo

The Framing Trap

- **Peg:** Jon, I have watched you get involved at some of our IEEE Canada events. You have excellent leadership and communication skills that could really be an asset to help us plan our **2014 IEEE Canada International Humanitarian Technology Conference (IHTC)**. We would love to have you be a part of our planning team.
- **Jon:** Oh, I could never do that. I hate working on committees.

Peg: Have you had a bad experience on a committee?

Jon: I once was on a planning committee for a local service club. I **hated** it. The **leader** didn't know how to lead a **meeting**.

Echo words that leads to questions

- **Hated:** What did you hate about the meetings?
- **Meetings:** In your opinion, what does it take to have a great meeting?
- **Leadership:** What do you expect from a leader in facilitating a meeting?

Peg: Jon, you and I are so on the same page. I don't believe in committees either. We put together an empowered team of high-capacity leaders, just like you.

At our first team session, we define scope, budget and schedule of the event and then turn you loose to get it done. And we do much of the team work on line—WIKIs and texts.

You would be perfect for the team.

Jon: YES!

Trap #4

The Empty Chair Trap

The Trap:

- We are desperate to fill an empty chair, so we panic.

Trap #5

The OBTW Trap

The Trap:

- Oh, By the Way

Trap #6

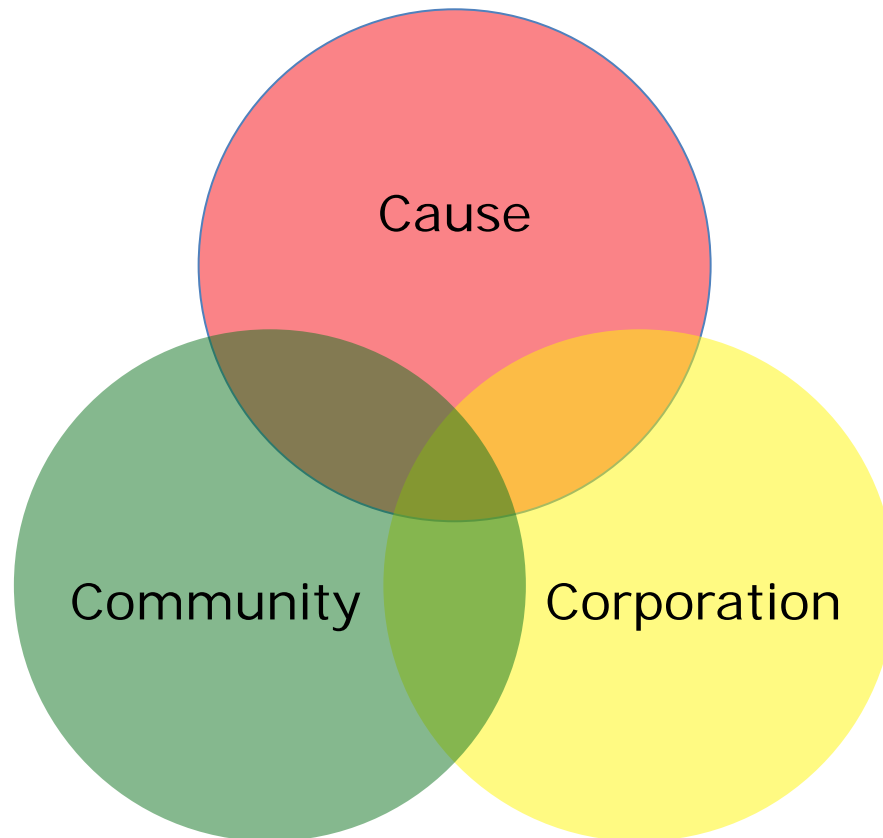
The Dysfunctional Team Trap

The Trap:

- As an organization grows, it degenerates into a cause, a community or a corporation.

The well balanced team

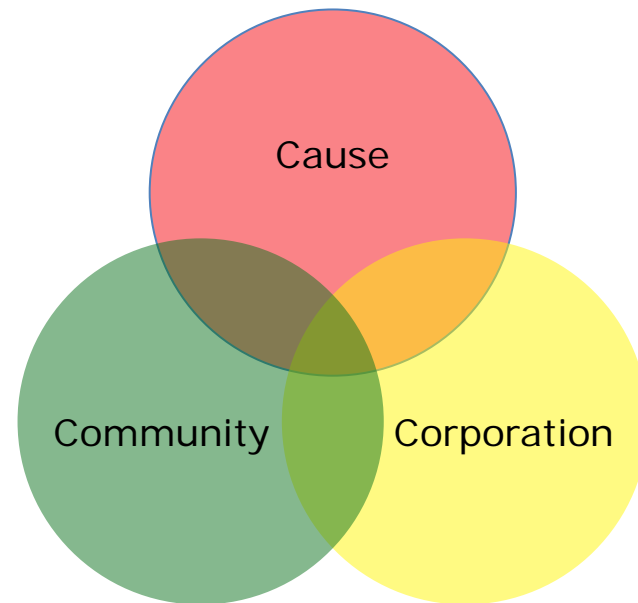
The team as a . . .



What does your team look like?

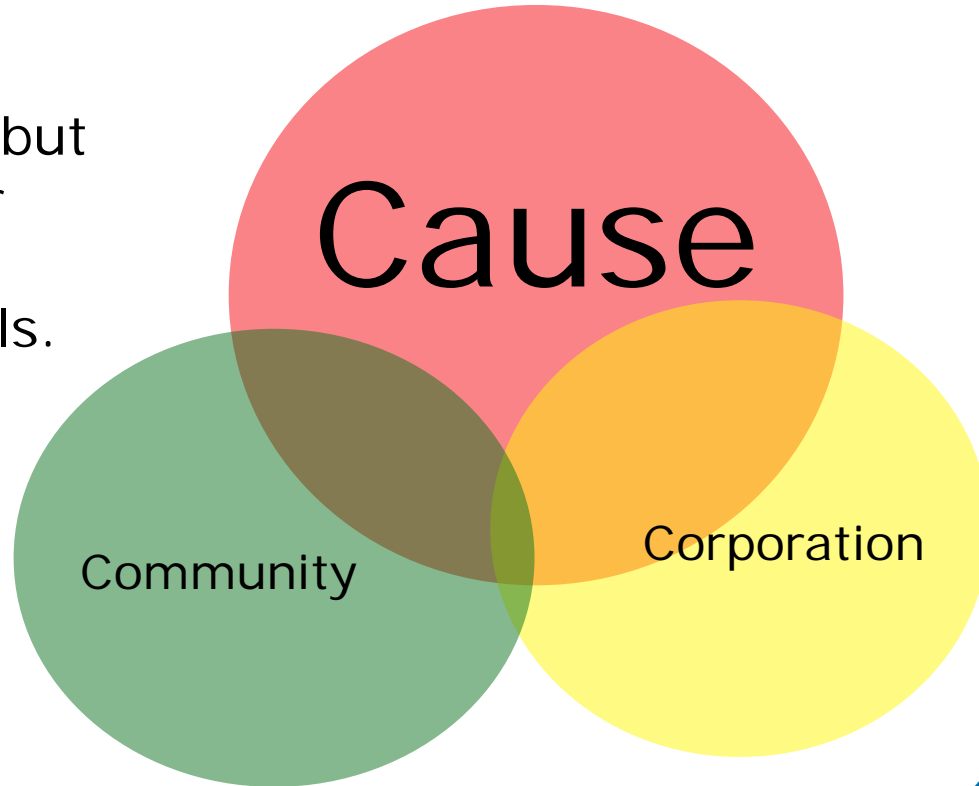
Draw a picture of your team

Draw a picture of your section (team) with three circles representing the three ingredients of the team. Notice the following examples drawn by some of my clients.



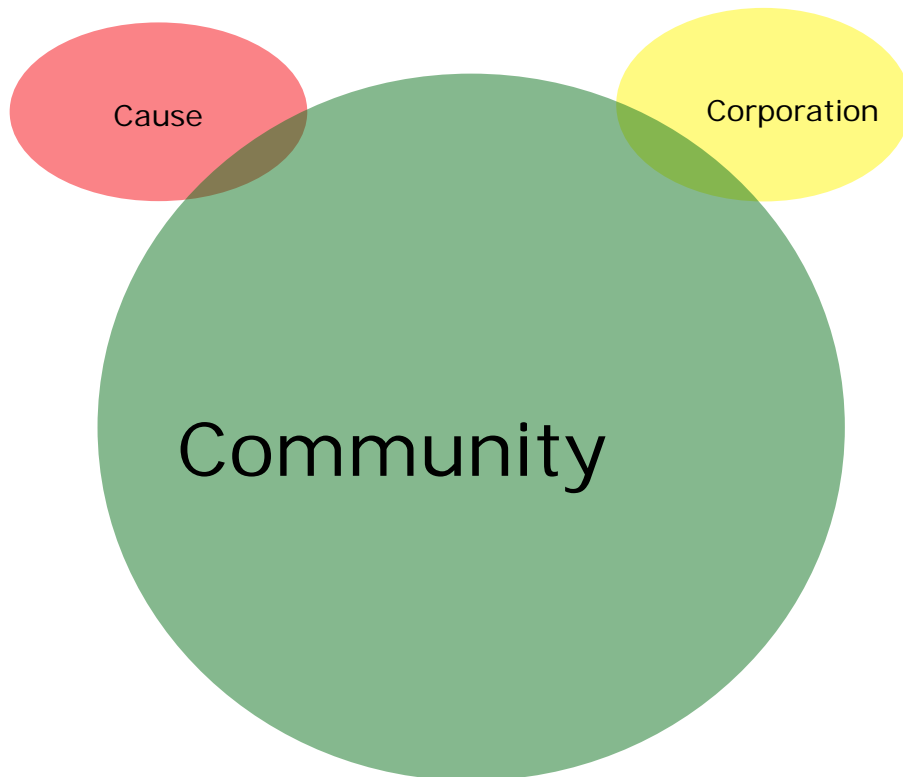
The Cause Team On a Mission

Picture drawn by a team on a mission, but with little regard for relationships or organizational details.



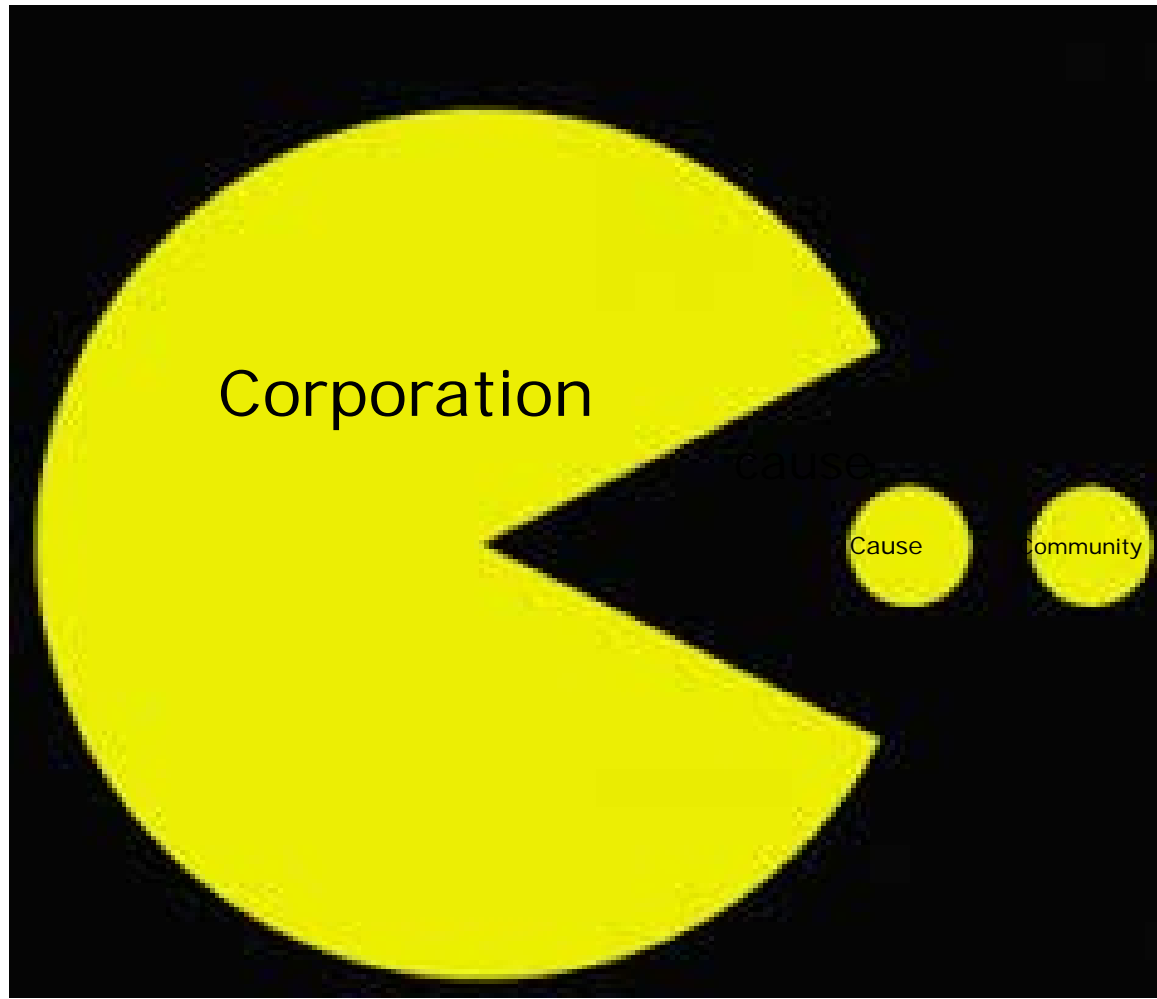
The Party Team

The Social Organization



Picture drawn by an association. They called this picture the “Mickey Mouse Team.” The team loved getting together socially, but had no sense of mission or organization.

The Pac Man Team



This picture was drawn by a government agency. The corporate systems and bureaucracy were eating up any sense of cause and community.

Trap #7

The Tyranny of the Urgent Trap

The Trap:

- Too many volunteer leaders think tactically (short term) rather than strategically (the long-term plan).

The Tyranny of the Urgent Trap

The Seven Strategic Steps of Succession Planning

- Step One:** Develop a strategic plan (current analysis, SWOT analysis, vision, mission, goals).
- Step Two:** Evaluate current volunteer positions and current job descriptions.
- Step Three:** Establish a “line of succession” for positions based on the strategic plan and the evaluation of volunteer positions; determine future volunteer role needs.

The Tyranny of the Urgent Trap

The Seven Strategic Steps of Succession Planning

Step Four: Develop a list of high-capacity potential leaders.

- Analyze member roster for potential volunteer leaders.
- Recruit leaders for key events.
- Frame your recruiting pitch.
- Present the position description.

The Tyranny of the Urgent Trap

The Seven Strategic Steps of Succession Planning

Step Five: Utilize IEEE's on-line orientation and training.

Step Six: Be creative in your welcome and installation.

Step Seven: Keep the process alive (repeat the first three steps every three years).

QUESTIONS

