

COMMUNICATION LEADERSHIP
AS A PRESIDENT OF YOUR CLUB

I. DESIRED KNOWLEDGE, SKILLS AND ABILITIES FOR THIS POSITION:

- Detail-oriented, proactive planner.
- Ability to manage schedules and calendars.
- A professional presence when speaking to a group.
- High level of verbal communication skills for presentations.
- Seeks fun in addition to orderliness and methodologies.
- Listening – be able to listen actively in order to hear what every club member is saying.
- Questioning – skilled at asking questions and phrasing the questions and rewording them as necessary to get maximum involvement.
- Sharing – create an atmosphere in which club members are willing to share their feelings, opinions, and their top talents, time and treasure.
- Problem solving – the President should help identify a solution, rather than focus on the negative.
- Resolving conflict – club members may have diverse backgrounds and opinions, and this should not be suppressed, instead it should be expected and dealt with constructively.
- Using a participative style – be able to encourage all club members to participate in a discussion.
- Accepting others
- Maintain an open mind and remain neutral, not criticizing the ideas or suggestions of other Rotarians.
- Empathizing – be able to consider the issues from a variety of perspectives.
- Leading – be able to keep the club focused and the discussions on target.
- Time Management – ensure the club meeting time is used well.

II. BENEFITS BY GOING THROUGH THE REQUIRED TRAININGS OVER THE NEXT TWO YEARS. YOU WILL HAVE SOME ADDED SKILL SETS THAT YOU CAN USE IN YOUR WORKPLACE AND OTHER VOLUNTEER ORGANIZATIONS.

PRESIDENT – OTHER COZIGNANT FUNDAMENTALS
AND FURTHER REVIEW

- Listen intently; often paraphrasing and “mirroring” what was said.
- Maintain good eye contact and stay connected to the club and each of its members.
- Use club members’ names
- Stay alert and involved at every moment.
- Organize, connect and summarize to achieve closure and a sense of completion on any open issues.
- Do not allow ideas to be attacked, but rather allow each and every idea to be offered.
- Be the President, not a performer; be interested, not interesting.

- Encourage every member to express themselves and validate varying points of view offered.
- Keep track of those who do and those who do not, encouraging balanced participation.

NON-VERBAL COMMUNICATION

- Body movement and use of space.
- Avoid distractions with your body and do not convey inappropriate messages. For example, do not block a room as individuals come in, that shows you want control. Also, don't play with jewelry, paper or pen, adjust your glasses, etc., but rather be relaxed and comfortable.
- Space between you and the individuals can often be very important. For example, if there are side communications going on, if you stand next to them, or between people talking across the room, often times that will stop those side conversations.

VOICE QUALITIES AND CHARACTERISTICS

- Tone inflection, pace and volume all have an impact on the words that are being used. Given the age of some of our audience, often times you want to make sure you talk slow, loud, and clear, or use a microphone to make sure that all club members can hear you.
- Eye contact. Looking at the club members gives a sense of sincerity and can also help in controlling who is to speak and not speak by using your eye contact. It also conveys that you are interested in what is being said.
- Gestures. These can be effective to emphasize a point; however, too many can also divert the club members attention away from whatever the content is.
- Silence. This can be an effective communication. You can use silence to either establish that it is time to start, or to draw attention to a question, allow people time to think.
- Touch. Handshakes, greetings at the door provide communication without a single word being spoken and makes someone feel invited. Too much touch, however, can come across as insincere.
- Color. Red, yellow and green like traffic lights, have universal symbols. These colors can often be used if necessary during a speech, etc. to assist.
- Facial expression. You can watch facial expressions to identify people who do not agree, are unhappy, don't understand, etc. You can also convey your interest in someone by your own facial expressions.
- Pace. Speaking fast will often frustrate the club members so you have to be sure to speak slowly enough for all members to follow and understand.

TYPES OF QUESTIONS

- Open ended questions. These cannot be answered by a yes or no response, but require more discussion.
- Closed ended questions. These solicit a one word response – yes or no. We would clarify a perspective one way or the other.

- Overhead questions. These are addressed to the entire group to encourage discussions. They channel group thinking used for different opinions.
- Relay questions. This is where you return another question back in response. For example, Have any of the rest of you had that situation?
- Directed questions. This is where you are asking a specific individual a specific question to initiate discussion, redirect the conversation, or draw that participant out. Don't overuse this technique.
- Reverse questions. These are questions where it is as if you are going to give the answer to your own question. It's difficult to do, but you would use it more to encourage participation.
- Redirected questions. This is a question that will relate back to some other question from earlier or to someone who has special knowledge. For example, Thank you for the question. Perhaps X could response as he/she may have some knowledge of that topic.

INTERVENTION TECHNIQUES FOR DISRUPTIVE BEHAVIOR SCENARIOS.

- Sidebar conversation.
 - Walk near the walking participants.
 - Use silence and look at the Rotarian to get his/her attention. If those don't work, directly ask the Rotarian for their attention.

THE KNOW-IT-ALL PARTICIPANT

- Use directed questions to ask another Rotarian to answer the next question, or say thank you to the one monopolizing, let's hear from some other individuals.

THE HEALTHY EMERGENCY

- Call and ask the club for help.

THE LONG ANSWER LECTURER

- Before you ask that person to answer, you identify two or three other people that are going to speak after them or indicate the time limit, and/or stand in front of them to block part of the audience in attendance to shorten that speech.

DISAGREE WITH ROTARY POSITION

- Turn the question to the group – Does everyone agree with this position?

CHALLENGING THE PRESIDENT

- Be cordial. Thank them and try to redirect or rephrase whatever it is. If they continue, can anyone else help explain this concept to so and so?

THE BORED PARTICIPANT

- Walk near the participant.
- Ask that person a directed question.

THE FAST TALKER

- Restate the response or question.
- Remind them to speak slower for all participants.

THE TIRED PARTICIPANT

- Walk near the Rotarian.
- Ask the person a directed question.
- Ask the whole group to stand up and stretch.