

**Optimists LEAD:**

**How to Become the Person in the  
Arena**

**Block 2: Leaders Lead Teams**



# Block 1 Summary



**“Be Yourself!  
That’s plenty  
good enough,  
and  
everyone else is  
taken!”**



# Block 2 Objectives



You'll learn the difference between a group and a team.

You'll learn how to:

- Organize
- Set goals
- Delegate
- Coach
- Motivate
- Follow the "rules"



# What is the difference between a **team** and a group of **individuals**?



## How does a leader build a **TEAM**?



# Building a Team



Sometimes, our team is simply handed to us. Other times, we need to recruit team members.

Once you know your team members, review and **apply what we covered in Block 1:**

- Assess the personality type of each team member.
- Take some time to learn the communication style of each team member.

Finally, identify any gaps or open positions in your team so you can target your recruitment efforts.

# Your Recruiting Process



- Understand the requirements for positions you need to fill:
  - Write clear position descriptions to communicate the role effectively.
- Work with experienced leaders throughout the process to seek advice as needed.
- Conduct an effective process:
  - Referrals can have great value.
  - Ask the right questions of prospective team members.
- Welcome and help new team members get onboarded.
  - New team members generally need some coaching or mentoring
  - Give every new team member a place to sit, the tools they need to be successful and a suggested plan for their To Do list.

# Optimist International Recruitment and Retention Tools



- **WOW – Welcome Optimists Worldwide**

- Every event is an opportunity to find new members!

- **NOW – New Optimists Welcome**

- Gatherings for potential new members.

- **CARE – Celebrate, Address, Recognize, Excel**

- Keep current members engaged, active, and interested!



Celebrate + Address + Recognize = Excel

# Organizing Your Team



- Organize the work
- Delegate
- Coach and mentor
- Reward and hold accountable
- Know applicable laws and rules







# Step 1: Organize the Work

**Vision:** Describe the end result.

**Mission:** Describe how this fits in the overall picture of success and how it brings value to the organization's overall purpose.

**Goals (for the team and for each individual):**

- **Specific** (what will be achieved)
- **Measurable** (how many, how good, how expensive, etc)
- **Attainable** (challenging but manageable)
- **Results Focused** (why the work matters)
- **Time Bound** (when will the goal be accomplished)

# Use Structured (SMART) Goals



<b>A vague goal</b>	<b>A structured goal</b>
Communicate better with our members	Specific: Measurable: Attainable: Results Focused: Time Bound:
Improve our fundraising	Specific: Measurable: Attainable: Results Focused: Time Bound:
Improve our club board meeting	Specific: Measurable: Attainable: Results Focused: Time Bound:

# Step 2: Delegate the Work



**Delegation: “to trust something to another”**

## **What should a leader delegate?**

- Routine tasks, tasks better done by an expert, tasks the leader used to do, tasks that can help team members grow.

## **What shouldn't a leader delegate?**

- Big picture planning, monitoring for quality, motivating the team, assessing accountability.

## **To whom should a leader delegate?**

- The person most suited to handle it.
- A team member who can most learn and grow from the new experience.
- Members who are dependable, trustworthy and honest

# Step 3: Who Needs Coaching



**Coaching: “Help given by an expert”**

## **Why coach your team?**

- Each team member contributes to team success
- Each team member has “strengths” and “opportunities to grow”
- Improving each individual improves the team!

## **What should a leader coach?**

- Anything you have expertise with.

## **What shouldn't a leader coach?**

- Anything you do not have experience with or expertise with.

# Effective Coaching: What Works with You?



Leader Behaviors or Attributes	Behaviors that make me want to follow or imitate	Behaviors that make me want to "cringe"
Integrity		
Desire to improve		
Dependability and trust		
Expertise and knowledge		
Judgement		
Problem solving		
Manner of providing feedback		
Way of addressing conflict		
Method of communication		





# Step 4: Rewards & Accountability

## Why reward your team?

- Celebrations let your team know that progress is being made!

## Why think about accountability?

- At some point, you will need to address the actions of individual team members.
- Your willingness and effectiveness are important to the morale of your team.



# What should you consider when “holding someone accountable?”

- Don't ignore the situation.
- Investigate: ensure you have the facts.
- Consider how serious the behavior is and the impact it is having.
- Consider the individual's record.
- Consult with other, trusted individuals.
- Start with positive coaching.
- Monitor the results of actions you take.
- Treat all team members fairly.
- Remain consistent and impartial.

# Step 5: Leaders and the Law

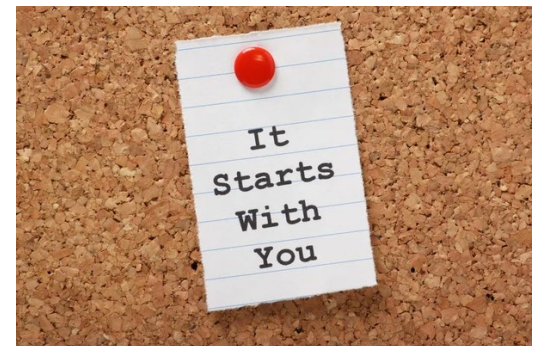


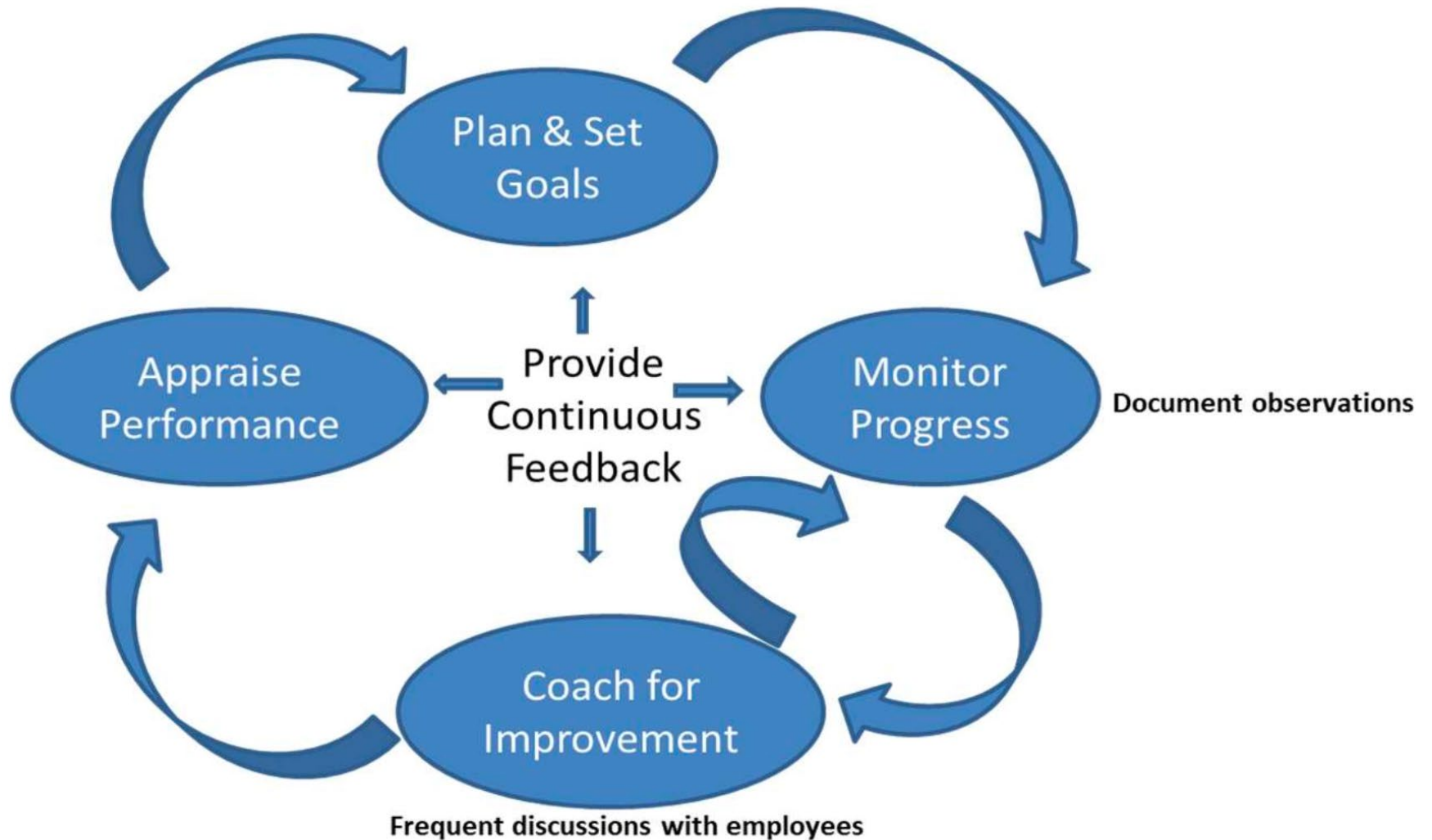
## Ensure your team understands you cannot ever:

- Discriminate (race, color, religion, sex, gender, national origin, age, etc)
- Provide different rewards or treatment for different groups
- Retaliate against team members if they file a complaint
- Ignore adding team members because of a disability (visible or invisible)
- Harass anyone at any time

**Everyone has rights**, so leaders must document and follow lawful policies, practices, training of team members and day-to-day processes and procedures.

## Lead by example!







# Did we meet our objectives?

## Block 2 Objectives:

Can you distinguish between:

- A group of individuals?
- A team?

Do you have an approach to:

- Recruit?
- Organize?
- Set goals?
- Delegate?
- Coach?
- Motivate?
- Follow the rules?





Any Questions?





# What's Next:

## Q3 Conference: Block 3 – The “Tools” You Need



## 2025 Convention: Block 4 – Urgency, Flexibility, Improvement



Times change,  
people change,  
situations change,  
relationships change.  
The only thing  
constant is change.

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