Excellence and Quality.....Road Map to a Successful Club
Our Presenters

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The building block of Lionism.....

*is the CLUB!*

*Club Members can make a huge difference on a global scale... by how they operate locally.*
Engage your club members in continuous club improvement!

• Easy enough to use annually

• Chosen action plans easily transfer into the *Blueprint for a Stronger Club*

• Great tool for club leaders to plan new club events and service programs
3 Suggested Ideas for Implementing Club Quality Initiative in your Club

<table>
<thead>
<tr>
<th>Description</th>
<th>Single Working Session</th>
<th>Meeting Series</th>
<th>Half Day Workshop</th>
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<tr>
<td></td>
<td>2 hours or less</td>
<td>30 minutes during a series of meetings</td>
<td>4 hours or more. Facilitator guide and PowerPoint available</td>
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<tr>
<td>Tips</td>
<td>Save time and distribute workbooks for members to complete at home at their own pace.</td>
<td>Distribute workbooks at the initial club meeting.</td>
<td>Give workbooks to each member in advance of the retreat.</td>
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<td></td>
<td>Discuss ideas as a club to determine areas of improvement or focus.</td>
<td>Discuss each assessment over a series of meetings.</td>
<td>Discuss completed assessments and allot time for planning and goal setting. See facilitator guide for additional information.</td>
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<td>Considerations</td>
<td>Allows the club to provide feedback quickly.</td>
<td>Allows a more focused review of each assessment during the series of meetings.</td>
<td>Facilitator may be present to offer guidance as questions arise.</td>
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<td>Allows the members to prepare for the meeting at their own leisure.</td>
<td>Easily works into members schedule.</td>
<td>More time to discuss ideas and plan solutions.</td>
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<td></td>
<td>If done too quickly may overlook important details that could really move the club forward.</td>
<td>Not all members may be present at all meetings.</td>
<td>Longer timeframe to complete the workbook.</td>
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<td></td>
<td></td>
<td>Decisions may take longer.</td>
<td>It may be difficult to get members to attend because it takes too much time.</td>
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Importance of Change

Change is critical for each club. By understanding our current operations, identifying areas that may be improved and taking measured steps to accomplish our goals, every club can be even better!
Process Overview
Five steps:

1. Understand the process of change and LCI Forward.
2. Determine the need for change.
3. Set goals.
4. Develop plans.
5. Implement and sustain change.
Understand the Process of Change and LCI Forward

The process for change is the process for doing things better!
LCI FORWARD
AREAS OF FOCUS

1. Enhance service impact & focus
2. Reshape public opinion & improve visibility
3. Pursue club, district & organizational excellence
4. Improve membership value & reach new markets
Determine the need for change.

Complete four assessments.
Assessments
Benefits of Assessment

- Helps to focus thought
- Guides discussion
- Encourages exploration of resources
- Process may be completed individually or as a group

What will you Discover?
Assessment One: Enhance Service Impact
Service Discoveries

- Most or least favorite projects
- Current projects needing reconsideration or redesigning
- New potential projects that may be considered

Complete the assessment on pages 8 and 9
Assessment Two: Reshape Public Opinion & Improve Visibility
Visibility Discoveries

• How the community views your club, positively and negatively

• Visibility to community leaders

• Connections with local media and social media

• Effectiveness of internal communications

Complete the assessment on pages 11 and 12
Assessment Three: Pursue Club Excellence
Operational Discoveries

• Ways to improve meetings and events
• How members feel about taking leadership positions
• Ensure a transparent operation
• If members are adequately recognized for their efforts
• If conflict exists within the club
• If members are satisfied with the way the club is managed

Complete the assessment on pages 13 and 14
Assessment Four: Improve Membership Value & Reach New Markets
Member Value Discoveries

If club projects recruit new members …younger members?

If new and existing members feel involved

Sources of new members

Ways to engage members

Names of potential new members

Complete the assessment on pages 15 and 16
Set goals.
Specific
Ensure that the objective is clear.

Measurable
Benchmarks and progress must be measurable.

Actionable
Each goal must be achievable.

Realistic
Challenging but not unrealistic.

Time Bound
Timeframe that outlines a schedule of progress.
Develop plans.

- Determine long and short-term priorities.
- Assign goals to committees.
- Encourage all club members to be involved in solutions.
Use these tools to prepare and plan for change!

### Planning Process Worksheet

<table>
<thead>
<tr>
<th>Task</th>
<th>Challenges/Obstacles</th>
<th>Possible Solutions</th>
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</thead>
<tbody>
<tr>
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<td>2.</td>
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<td>3.</td>
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<td>4.</td>
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<tr>
<td>5.</td>
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### Action Plan Worksheet

<table>
<thead>
<tr>
<th>How? (Action Steps)</th>
<th>When? (Deadline for completion)</th>
<th>Who? (Person(s) responsible for action)</th>
<th>How will we know? (How we will know the action step is accomplished)</th>
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Implement and sustain change.
Use these tools to prepare and plan for change!

**Implementing Change**

- Track achievements
- Have an agreed upon deadline for each benchmark
- Report to your club until benchmark is completed

**Sustaining Change**

- Change results in more change
- Look for new opportunities
Club Quality Initiative Webpage

Website: https://www.lionsclubs.org/en/resources-for-members/resource-center/improving-club-quality

Email: clubqualityinitiatives@lionsclubs.org

Phone: (630) 468-6810

Facebook Group: Improving Lions Club Quality
https://www.facebook.com/groups/317754885360703/
Earn the Club Excellence Award

Based on outstanding achievement in:

• Membership
• Service
• Organizational Excellence
• Marketing and Communication

To learn more and to download a copy of the application visit the club excellence awards [webpage](#).
Welcome to the **New Normal**

Building on Campaign 100, inspiring our future

Never has the need to support **Campaign 100** been greater:

- Individual gifts | Club giving

With each donation, LCIF is better prepared to respond in times of crisis while continuing **Campaign 100’s promise to you** — to exponentially enhance your ability to:

- Increase Service | Fight Diabetes | Expand Causes

Campaign runs through 30 June 2022
Website: https://www.lionsclubs.org/en/resources-for-members/resource-center/club-excellence-awards

Email: clubexcellenceaward@lionsclubs.org

Phone: (630) 468-6828

Application: https://www.lionsclubs.org/resources/108253958
Questions & Answers
Thank you