



# Global Membership Approach



## Build A Vision

TRAINING SUPPORT GUIDE



# Global Membership Approach

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# Global Membership Approach

## Introduction

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The purpose of this guide is to help prepare you to effectively facilitate Global Membership Approach training, by providing you with important background information, tools, and resources.

For Global Membership Approach training content, please visit the [Global Membership Approach webpage](#) to download the session PowerPoints, which include detailed speaker notes, and other supporting materials.

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# Global Membership Approach

## Global Membership Approach – Training Overview

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### Program Objectives:

The Global Membership Approach is designed to accomplish the following objectives:

- Rejuvenate districts with new clubs
- Revitalize clubs with new members
- Re-motivate existing members with fellowship and exciting service

These objectives will be accomplished using the following 4-step process:

- **Build a Team\***
- **Build a Vision**
- **Build a Plan**
- **Build Success**

\*Build a Team can be combined with the Overview presentation, which is available on the [Global Membership Approach](#) webpage.

### Lions Learning Center (LLC) Course:

The Global Membership Approach eLearning course is available for all Lions in the Lions Learning Center (LLC), under Learn using their Lion Account credentials.

Many leaders may have already completed the Global Membership Approach eLearning course. If so, facilitators may want to take this into consideration and adjust this training accordingly.

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## The Role of the Facilitator

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It is recommended Lions who graduated the Faculty Development Institute (FDI) and Lions certified through the Lions Certified Instructor Program (LCIP) facilitate the Global Membership Approach training. If an FDI graduate or LCIP certified Lion is not available, you may be called upon to serve as a facilitator. Below is a list of items that facilitators conducting this training should be able to perform. While it is not imperative that facilitators are experts in each area, it is important that they be proficient in these skills.

- Deliver short lectures
- Engage participants in an interactive learning environment by conducting question and answer segments, facilitating meaningful group discussions and group activities
- Manage learner behavior
- Manage a training environment and session logistics
- Use PowerPoint presentations and an LCD projector

## Facilitator Materials

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Facilitators will use the Global Membership Approach PowerPoint presentations accompanied by speakers notes and this Training Support Guide, which is designed to provide a flexible instructional plan and suggestions for delivery for each of the training sessions.

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## Session Timelines and Preparation

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The following pages include an overview, list of materials, topic highlights, and timing for each topic. The time spent on each topic can be altered based on the number of participants and their needs. **This overview is meant as a preview of this session, not as a replacement for this step's PowerPoint.**

The PowerPoint for this session, which includes speaker notes, is available on the [Global Membership Approach](#) webpage on the Lions International website.

For each session, you will need access to the following audio/visual equipment:

### Virtual Training

- Computer

### In-person Training

- Computer
- LCD projector and screen
- Flipchart and markers (optional)
- Wireless mouse/laser pointer (optional)

*If facilitating an in-person training, participant materials can be printed in black and white.*

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# Global Membership Approach

## Session 3: Build a Vision

The following table includes a brief overview of the presentation content and specific points to highlight when facilitating, the approximate amount of time to spend on each section of the presentation and the content's corresponding slide reference. Please note that the session highlights may not be a component of the session itself but can provide additional clarification of the Global Membership Approach.

### Learning Objectives:

- Refine expectations of Lions and its leadership
- Understand the need and benefits of building a vision
- Conduct a SWOT Analysis effectively
- Develop S.M.A.R.T. goals to support the Global Membership Approach
- Define collaboration in their respective areas

### Materials:

- ☐ Overview PowerPoint with adaptable speaker notes
  - The Overview PowerPoint is available on the [Global Membership Approach](#) webpage.

SESSION OVERVIEW, TIMELINE AND HIGHLIGHTS		
Section Topic (Time)	Presentation Overview and Highlights	Slide Number(s)
<i>Pre-meeting preparation</i>	Review the additional information to support facilitation.  Consider facilitating multiple Build a Vision sessions and customizing each to fit the needs of your area.	Slide 1
	Before starting the presentation conduct brief participant introductions.	Slide 2
<i>Introduction</i> (10 minutes)	<b>Presentation</b>  Review the agenda and topics for discussion.  Adapt the icebreaker to best fit the needs of your area.	Slide 3



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SESSION OVERVIEW, TIMELINE AND HIGHLIGHTS		
Section Topic (Time)	Presentation Overview and Highlights	Slide Number(s)
<b><i>Build a Vision Introduction</i></b> (3 minutes)	<b>Presentation</b>  Define the four-step process and next steps that will be taken for the participants in relation to Build a Vision.  <b>Highlights</b>  Reinforce that the participants may shape the process to best fit the needs of their area.	Slide 4
<b><i>Expectations</i></b> (12 minutes)	<b>Presentation</b>  Define expectations of regionalized questions.  <b>Highlights</b>  Adapt the expectation questions to best fit the needs of your area.  Consider using breakout rooms for activities or discussions. If you decide to use breakout rooms you will need to add time to accommodate participants moving around and time for each group to report back.	Slide 5
<b><i>Vision of the Future</i></b> (5 minutes)	<b>Presentation</b>  Participants share their visions for their clubs five years from now.	Slide 6
<b><i>Understanding the Need</i></b> (10 minutes)	<b>Presentation</b>  Review quote on slide.  Review regionalized membership data and possible improvements.  <b>Highlights</b>  Use Insights or the 5-year trend report to pre-populate membership and service totals on the slide prior to the session.	Slides 7 & 8





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SESSION OVERVIEW, TIMELINE AND HIGHLIGHTS		
Section Topic (Time)	Presentation Overview and Highlights	Slide Number(s)
<b>MISSION 1.5 / District Targets</b> (50 minutes)	<b>Presentation</b>  Review quote on slide  Review <i>MISSION 1.5</i> district goals and their importance.  We'll also start talking about how we will take part in achieving our targets.  Focus Areas 1 - 4.  Review quote on slide and summarize targets.  <b>Highlights</b>  Clarify participants' level of understanding by asking how many participants took the Goal Setting course on the LLC.  Regionalize discussion questions, as needed.	Slides 9-15
<b>SWOT</b> (60 minutes)	<b>Presentation</b>  Define SWOT  Review, one at a time, regionalized strengths, weaknesses, opportunities and threats.  Review quote on slide. Summarize SWOT results.  <b>Highlights</b>  Clarify participants' level of understanding by asking how many participants took the Introduction to SWOT course on the LLC.  Spend additional time on how a SWOT should be conducted and its various components if participants are struggling with the concept.	Slides 16-21



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SESSION OVERVIEW, TIMELINE AND HIGHLIGHTS		
Section Topic (Time)	Presentation Overview and Highlights	Slide Number(s)
	<p>Clarify differences between strengths and opportunities, as well as weaknesses and threats prior to starting breakout sessions.</p> <p>Review SWOT results and make changes to the results as needed.</p>	
<b>Collaboration</b> (5 minutes)	<p><b>Presentation</b></p> <p>Participants share ideas of how they will work together to influence membership growth at the club level.</p>	Slide 22
<b>Next Steps</b> (10 minutes)	<p><b>Presentation</b></p> <p>Define pre-work expectations for the next session, Build a Plan.</p> <p><b>Highlights</b></p> <p>Remind participants to review the Global Membership Approach eLearning course on the LLC, under Learn using their Lion Account credentials.</p> <p><b>Consider, as the facilitator, completing all the LLC courses listed in the PowerPoint to best answer questions in the next session and prepare examples of regional adaptations as needed.</b></p> <p>Remind participants to share their SWOT results with their clubs, district and multiple district leadership, and begin working on their action plans to support the goals.</p>	Slide 23
<b>Questions</b> (5 minutes)	<b>Open forum for questions from participants</b>	Slide 24
<b>Total Time: 170 minutes</b>		

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## Evaluation/Survey

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Evaluation is an important part of any training program. Data collected from evaluations can provide important insight into the effectiveness of content, materials, training format, instructors, and the overall success of the program.

It is recommended that participants complete the Global Membership Approach Survey located under 'Connect with us' at the bottom of the [Global Membership Approach webpage](#).

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## Room Set-Up

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If the session is conducted in-person, consider the room layout before the training begins. Consider:

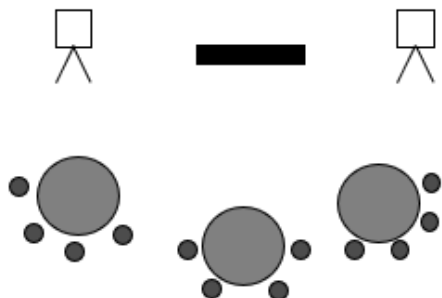
- **The size and culture of your training group.** Will your group consist of more or less than 10 people? What cultural norms may impact the set-up of the tables and chairs? Do the participants expect a certain room layout?
- **The size of the classroom.** Once you know the approximate dimensions and layout of your training room, it is sometimes helpful to draw a diagram of your room set-up. This technique may help you make decisions relating to activities, materials and equipment.
- **The activities involved in the training.** Do any activities require a specific amount of space and collaboration, and if so, how might the room set-up need to be adjusted?

### Suggested Seating Arrangement

Due to the interactive and discussion-based nature of the Global Membership Approach training, a “clustered” seating arrangement is suggested.

Advantages of a “clustered” arrangement:

- Ideal for learners working in small groups.
- Easy for trainers to interact with small groups.
- Provides opportunities for participant involvement.
- Provides freedom of movement.



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