

Leadership Workshop Plan – For Region 3 EXCOM Sections Developed by IEEE Memphis Section - October 7, 2013

Objective: Develop leadership skills of EXCOM members to grow their programs and promote activities.
Format: It is designed to be a 1 or 2 day workshop retreat. Each part would have a presenter/facilitator who would give a 30-minute presentation followed by a 30-60 minute group discussion with a deliverable. The retreat could have 2-3 sections participating with breakout sessions for group activities by sections.

Part 1 - Brand and Identity

Presentation Topics: (invite external speaker)

Review of role of IEEE, IEEE USA, and Region 3?

Who are our members in the region and section (by demographics, by technical society)?

What are our member preferences (review member survey results)?

What are the key elements of a brand? Does what is the IEEE brand message?

Group Discussion/Activity:

Who are we (EXCOM) and what are the roles and responsibilities of each position?

What do we want to get out of being an EXCOM member? What do you find rewarding?

What makes you most proud about the profession and IEEE?

How do we communicate the image of IEEE and engineers to our community?

How to describe IEEE to new young member? New mid-career member?

Are we describing IEEE, our section, technical sections and affinity groups properly to each target group?

What roles do leaders have in promoting the brand and identity?

Deliverable:

Each member to deliver a 1 minute elevator speech that summarizes 1) IEEE 2) IEEE Memphis 3) the engineering profession?

Part 2 - Strategic Planning

Presentation Topics: (invite external speaker)

What is strategic Planning?

What is a goal? What is an objective?

What are metrics and milestones for success?

What are good leadership approaches to developing a strategic plan?

Group Discussion/Activity:

Review previous strategic plan? What did we achieve? What did we miss?

Brainstorming on strategic ideas for next year.

Discussion our strategic plan and any modifications to our plan.

Do we need to modify our mission and vision for our section??

Do we have the right metrics? How are we progressing on those metrics?

What are our targets goals for the next year?

What is our 5 year vision of the section?

What we want the section to look like 5 to 10 years from now?

Deliverable: Revise Strategic Plan

Part 3 - Tactical Planning

Presentation Topics: (invite external speaker)

What is a tactical planning?

What tactics worked for other sections?

Group Discussion/Activity:

Divide into groups and develop tactical plan to achieve goals in our strategic plan.
Suggested groups 1) GOLD 2) WIE 3) STEM 4) SPAC 5) Technical Societies

Deliverable: Tactical plan for Gold, WIE, STEM, SPAC

Part 4 - Team Building**Presentation Topics:**

Recruiting and Motivating Volunteers (invite external speaker)

Group Discussion/Activity:

What is challenging to us in performing these duties?

What can we do to prepare incoming people to these positions (job descriptions, notes of local contacts, tips and suggestions).

What position do you want next year? What are the missing positions we have?

Strategies for recruiting new EXCOM leadership members

Deliverable: Action Plan for recruitment and nomination process.

Part 5 - Marketing our Section**Presentation Topics:** (invite external speaker)

How to communicate and Market a Brand

Examples of sections and NGOs that employed innovative marketing approaches to grow their members

Group Discussion:

Develop Action plans for recruit new members

Suggested groups 1) Students 2) GOLD Recent Graduates 3) Mid-Career 4) Senior and Life Members

What are the key messages we need to communicate to each group? (Elevator Speech or marketing pitch to targeted groups)

What communication mediums (twitter, facebook, email, print, phone calling) can we use do we deliver this message to each target group?

Deliverable: Action Plan for Membership Development.

Part 6 - Leadership Pipeline and Section Sustainability**Presentation Topics:** (invite external speaker)

Strategies for developing a succession plan and continuing education.

What leadership competencies? How can we evaluate leaders and provide feedback?

Group Discussion/Activity:

Should we encourage people to have some positions before another position?

How can we develop a mentoring plan for our leadership positions. (past leader can mentor incoming leader in that position)

What are continuing education resources on leadership from IEEE and other sources?

What training resources are there from other societies or books that we could apply in our section?

What training do we want to have for leadership development? Who should develop it (local section, region, national)? Can we co-develop in partnership with others? Who should we partner with?

Deliverable: Leadership training topics do we want to focus on for next year and who can lead this.

Outcomes and Evaluation

Conclusion: Certificate to attendees (We should try to get credit hours for the event).

- Certificate to attendees with credit hours for the event (did participants value and need this?) .
- Participant exit survey (content, format, venue, expectations met?)
- Follow up survey in 9 months to see if desired impact achieved. (did sections increase members, better attended events, member satisfaction survey) and did EXCOM member obtain desired benefit (skills that they can apply in section and in their workplace)
- Continuing education plan (did we connect with local and national organizations to provide a path for continuing education and development)

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- **Deliverable:** Tactical plan for Gold, WIE, STEM, SPAC

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- Strategies for recruiting new EXCOM leadership members
- **Deliverable:** Action Plan for recruitment and nomination process.

Part 5 - Marketing our Section

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- Examples of sections and NGOs that employed innovative marketing approaches to grow their members
- **Group Discussion:**
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- What are the key messages we need to communicate to each group? (Elevator Speech or marketing pitch to targeted groups)
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- **Deliverable:** Action Plan for Membership Development.

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