

WE HEAR YOU!

Presentation By
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SLIDE 1:

GOOD AFTERNOON SUNSHINES AND WELCOME TO THE SECOND IN A SERIES OF PRESENTATIONS ON GUIDANCE AND MENTORING TO EMPOWERMENT.

OUR PRESENTATION IS ENTITLED “WE HEAR YOU!” WE NAMED THE PRESENTATION THIS BECAUSE WE HEARD YOU IN THE COMMENTS AFTER THE CONVENTION LAST YEAR, ONE-ON-ONE CONVERSATIONS WITH MEMBERS OF THE REGIONS AND CLUB MEMBERS WHO COULD NOT ATTEND CONVENTION LAST YEAR, SURVEYS OF THE CLUB PRESIDENTS AND MEMBER SURVEYS. THIS IS NOT OUR VOICE, THIS PRESENTATION IS THE MEMBERS TALKING.

WE HAVE BEEN TO ALL BUT ONE OF THE REGION MEETINGS IN 2016, AND HAVE GIVEN THE “STEPPING UP TO LEADERSHIP” PRESENTATION TO THE ATTENDEES. WE WOULD LIKE TO THANK THE REGION DIRECTORS FOR ALLOWING US THE TIME TO MAKE THE PRESENTATION TO THEIR ATTENDEES. WE HAVE ALSO GIVEN THE PRESENTATION TO VARIOUS CLUBS FOR COMMENTS AND WILL SHARE SOME OF THE COMMENTS AS WE GO THROUGH THE SLIDES.

THE PURPOSE OF THE ASSOCIATION OF DESK AND DERRICK CLUBS (ADDC) IS TO PROMOTE THE ENERGY EDUCATION AND PROFESSIONAL DEVELOPMENT OF ITS MEMBERS. THE ASSOCIATION EMPOWERS ITS MEMBERS TO PROVIDE GREATER KNOWLEDGE TO THE GENERAL PUBLIC ABOUT THE PETROLEUM, ENERGY, AND ALLIED INDUSTRIES IN ORDER TO PROMOTE THE POSITIVE CONTRIBUTIONS OF THESE INDUSTRIES, BY USING ALL AVAILABLE RESOURCES.

LET'S GET OUR GAME ON AND TELL THE MEMBERS "WE HEAR THEM!"

SLIDE 2:

ADDC'S FUTURE DEPENDS ON CERTAIN ITEMS SUCH AS:

- MEMBERSHIP
 - RECRUITING
 - RETENTION
- COMMUNICATION
 - ADDC **BOARD** NEEDS TO COMMUNICATE TO MEMBERS
 - REGION DIRECTORS NEED TO COMMUNICATE TO MEMBERS
 - CLUB PRESIDENT'S NEED TO COMMUNICATE TO MEMBERS
 - MEMBERS NEED TO COMMUNICATE WITH ADDC **BOARD**, REGION DIRECTORS AND CLUB PRESIDENT'S
- MENTORING
 - GUIDING OUR NEW LEADERS
 - LISTEN TO WHAT THEY HAVE TO SAY
- EMPOWERMENT
- NEW IDEAS
- NEW STRUCTURE

**EMPOWERMENT FOR CHANGE,
EMPOWERMENT FOR NEW IDEAS,
AND**

EMPOWERMENT FOR A NEW STRUCTURE

WE MUST LOOK FORWARD, NOT IN THE REARVIEW MIRROR!

SLIDE 3

MEMBERSHIP

LET'S STOP TALKING ABOUT INCREASING MEMBERSHIP... IF WE AREN'T GOING TO DO ANYTHING ABOUT IT.

RECRUITMENT IS NOT WORKING.

MEMBERSHIP IS TIRED OF HEARING THAT WE NEED TO GO OUT AND GET NEW MEMBERS.

NOW, YOU ARE ASKING:

WHAT IS OUR PLAN?

- WE HAVE PUT TOGETHER A 'HOW TO GUIDE'.
- ALL OF YOU WERE GIVEN ONE WHEN YOU CAME INTO THIS ROOM.
- THIS IS JUST A GUIDE. YOU CAN USE IT OR NOT, BUT I THINK IT WILL HELP US GET ON THE RIGHT PATH. IT HAS MANY SUGGESTIONS FOR ALL OF US TO USE.
- THIS INFORMATION WAS PUT TOGETHER BY A ROTARY CLUB IN AUSTRALIA. WE ARE USING SOME OF THEIR SUGGESTIONS.
- BACK IN 2008, ROTARY INTERNATIONAL WAS LOSING MEMBERS RIGHT AND LEFT, SO THEY SAT DOWN AND PUT TOGETHER "101 STRATEGIES FOR RECRUITING AND RETAINING MEMBERS".
- ROTARY REALIZED THAT THEY WERE LOSING MEMBERS AND RECRUITING NEW MEMBERS BUT WERE STAYING THE SAME IN NUMBERS.

- IN RECENT YEARS WE HAVE BEEN LOSING MEMBERS AND RECRUITING NEW MEMBERS, BUT THE RECRUITING OF NEW MEMBERS HAS NOT STOPPED THE BLEEDING. WE ARE NOT INCREASING AND RETAINING OUR MEMBERS.
- WE DON'T HAVE 101 STRATEGIES FOR YOU...

**WE HAVE 1654 STRATEGIES FOR YOU. OUR STRATEGIES ARE YOU
THE MEMBERS**

- WE HAVE TO SHOW OUR ENERGY AND PRIDE.
- TODAY EVERYONE IS TOO BUSY TO TRY TO DO OTHER PEOPLES JOBS, NOT ONLY AT WORK BUT AT OUR CLUBS TOO. IF YOU MAKE A COMMITMENT...HONOR IT...IF YOU CAN'T THEN ASK FOR HELP.
- WE DID NOT GET IN THIS SITUATION OVERNIGHT AND IT WILL NOT CORRECT ITSELF OVERNIGHT.
- YOU ONLY GET OUT OF AN ORGANIZATION, WHAT YOU PUT IN. IF YOU WANT TO BE A MEMBER OF THIS ORGANIZATION, YOU HAVE TO STEP UP AND HELP.
- BY A SHOW OF HANDS, HOW MANY PEOPLE IN THIS ROOM HAVE 5 OR LESS YEARS OF MEMBERSHIP?
- HOW MANY PEOPLE ARE RETIRED FROM THEIR JOBS IN THE ENERGY INDUSTRY?
- WHY ARE YOU ALL STILL MEMBERS?
- PLEASE THINK ABOUT THESE QUESTIONS, WE WILL TALK MORE ABOUT THEM LATER IN THE PRESENTATION.
- I WANT US TO PUT OUR ENERGY INTO RETAINING OUR MEMBERS NOW.
- THEN WE CAN TALK ABOUT RECRUITING NEW MEMBERS.

SLIDE 4:

COMMUNICATION

THE ASSOCIATION IS BUILT LIKE A PYRAMID WITH ALL LEVELS AND PARTS WORKING TOGETHER.

- I. LEVEL 1 - THE FOUNDATION FOR ADDC ARE THE CLUBS AND CLUB MEMBERS.
 - a. WITHOUT THIS LEVEL YOU DO NOT HAVE AN ASSOCIATION.
 - b. COMMUNICATION AND LISTENING IS IMPERATIVE AT THIS LEVEL
- II. SUBLEVEL 1 – ADO AND WEBSITE
 - a. ADO HAS TO COMMUNICATE WITH MEMBERS AND ADDC BOARD OF DIRECTORS
 - b. WEBSITE MAINTENANCE COMMUNICATES WITH ADO, MEMBERS AND ADDC BOARD OF DIRECTORS
- III. LEVEL 2 - THE SEVEN REGIONS WITH THE REGIONAL DIRECTORS AND CLUBS.
 - a. THIS LEVEL MAKES UP PART OF THE ADDC BOARD OF DIRECTORS.
 - b. THE CLUBS HAVE A DIRECT LINE OF COMMUNICATION TO THE RD'S IN THEIR REGION AND THE REGION DIRECTOR'S HAVE A DIRECT LINE TO THE OFFICERS
- IV. LEVEL 3 – ADDC BOARD OF DIRECTORS
 - a. OFFICERS
 - b. REGIONAL DIRECTORS
- V. LEVEL 4 – ADDC EXECUTIVE BOARD
 - a. OFFICERS

ALL OF THESE LEVELS MUST COMMUNICATE AND LISTEN TO EACH OTHER. IF WE DON'T WE WILL NOT HAVE ADDC NOR REGIONS NOR CLUBS NOR MEMBERS!

IF YOU WANT TO FIX BLAME ON OUR PROBLEMS, YOU CAN POINT YOUR INDEX FINGER AT WHO YOU THINK IS TO BLAME, BUT REMEMBER YOU WILL HAVE THREE FINGERS POINTING AT YOU. WE ARE ALL TO BLAME FOR NOT TAKING ACTION SOONER.

THE ADDC BOARD OF DIRECTORS IS NOT LISTENING TO THE MEMBERS. WE HAVE THINGS TO SAY AND WE WANT TO HELP. WE HAVE IDEAS.

LET'S NOT BE LIKE THE TITANTIC AND RUN INTO THAT ICEBERG, LET'S STEER AWAY FROM IT AND KEEP ON SAILING.

SLIDE 5:

GUIDANCE

- STRATEGIC PLAN WHY DOESN'T THE BOARD SHARE THIS PLAN WITH THE MEMBERS OR DOES IT HAVE TO BE SECRET.
 - DESIGN A STRATEGIC PLAN -
 - FOLLOW UP ON THE STRATEGIC PLAN
 - UPDATE THE STRATEGIC PLAN YEARLY
- VALUES, GOALS AND VISION
 - STATE YOUR VALUES
 - STATE YOUR GOALS
 - HAVE A VISION
- SHARING OF KNOWLEDGE OF ALL COMMITTEES ON ALL LEVELS
 - NO NEED TO REINVENT THE WHEEL EVERY YEAR
 - POST THE INFORMATION ON THE WEBSITE AND HAVE A CHAT ROOM
- CLUBS HAVE QUESTIONS, AND THEY DON'T KNOW THE ANSWERS (COMMUNICATION BETWEEN ALL LEVELS)
 - MEMBERS TO CLUBS
 - CLUBS TO REGION DIRECTORS
 - REGION DIRECTORS TO BOARD OF DIRECTORS

- BOARD OF DIRECTORS TO CLUBS TO MEMBERS
- MARKETING ADDC THROUGH COMMUNICATION
 - COMMUNICATE THE ORGANIZATION TO OTHER ORGANIZATIONS

YOU MUST RELY ON OTHER PEOPLE TO HELP AND GIVE YOU GUIDANCE.

SLIDE 6:

ENERGY OR PRIDE

- TALK ABOUT ADDC TO PEERS, OUTSIDE OF CLUB MEETINGS, TO OTHERS.
- PEOPLE WANT TO JOIN A GOOD THING
- BE POSITIVE
- SHOW YOUR ENERGY AND EXCITEMENT
GET IT ON!

SLIDE 7

TO ENHANCE AND FOSTER A POSITIVE IMAGE TO THE GLOBAL COMMUNITY BY PROMOTING THE CONTRIBUTION OF THE PETROLEUM, ENERGY AND ALLIED INDUSTRIES THROUGH EDUCATION BY USING ALL RESOURCES AVAILABLE.

SLIDE 8:

DISTRACTIONS - WHAT ARE THEY?

- NEGATIVITY
 - I DON'T LIKE THEY WAY SO AND SO DOES THINGS
 - YOU DIDN'T DO THAT RIGHT
- FRUSTRATION

- DOING THE SAME THING OVER AND OVER AGAIN AND EXPECTING A DIFFERENT RESULT
- STRESSFUL ENVIRONMENTS AND PEOPLE
 - TOO STRESSFUL
 - NOT WORTH THE STRESS
- NO OTHER WAY TO DO IT
 - WE HAVE ALWAYS DONE IT THIS WAY, SO WHY CHANGE?
- MEMBERS ARE INTERNALLY FIGHTING WITH EACH OTHER
- JEALOUSY
- NO VALUE FOR OUR MONEY

WE MUST STOP FUELING THE DISTRACTIONS AND GET ON WITH OUR MISSION!

SLIDE 9:

SOLUTIONS TO COUNTER DISTRACTIONS

- WE ALL NEED TO STOP FUELING THE DISTRACTIONS.
- HOW DO WE DO THIS?
 - THROUGH COMMUNICATION
 - THROUGH LISTENING
- WE MUST MAKE A COMMITMENT TO OUR VISION AND MISSION STATEMENTS AND FOLLOW THEM.
- BRAINSTORM WAYS TO BUILD YOUR CLUB, NOT TEAR IT DOWN.

SLIDE 10: 7 QUESTIONS

QUESTIONS TO AUDIENCE

- ❖ WHO ARE WE?
- ❖ WHO ARE WE NOW?
- ❖ WHY ARE MEMBERS NOT ENGAGED?
- ❖ WHAT IS OUR PURPOSE?
- ❖ WHAT DO YOU, THE MEMBERS, WANT AND NEED?
- ❖ YOU, AS MEMBERS, NEED TO OWN THE ORGANIZATION.
- ❖ HOW DO WE GET THERE?

SLIDE 11 AND 12:

VALUES STATEMENT

- ❖ INTEGRITY / ACCOUNTABILITY
 - I WALK MY TALK; I DO WHAT I SAY I WILL DO
 - I KEEP AND FOLLOW THROUGH ON MY COMMITMENTS
 - I AM HONEST AND RESPECTFUL
 - I OWN MY MISTAKES AS WELL AS MY SUCCESSES
- ❖ LEADERSHIP
 - I AM A POSITIVE SERVANT MENTOR
 - I AM APPROACHABLE BY MEMBERSHIP
 - I AM HUMBLE
 - I DELEGATE APPROPRIATELY
 - I LISTEN TO WHAT OTHERS SAY
- ❖ PROFESSIONALISM
 - I ATTACK PROBLEMS NOT PEOPLE
 - I SPEAK WITH RESPECT TO OTHERS
 - I DRESS APPROPRIATELY
 - I AM PREPARED AND PAY ATTENTION TO DETAIL
- ❖ TEAMWORK
 - I COOPERATE AND COLLABORATE
 - I DEMONSTRATE OPEN MINDNESS
 - I COMMUNICATE PROACTIVELY AND FREQUENTLY
 - I PRESENT A UNITED FRONT
 - RETURN ON INVESTMENT OR ROI
- EDUCATION – SHOW THE MEMBERS AND POTENTIAL MEMBERS THE VALUE
- SELF-DEVELOPMENT
- BETTER COMMUNICATION
- LISTENING

SLIDE 13 & 14:

EDUCATION – THE ROI

WE HAVE TO TALK ABOUT THESE TOPICS AT OUR CLUB LEVEL.

- 1) CERTIFICATION CLASSES
 - a. REGION MEETINGS
 - b. CONVENTION
- 2) SEMINARS
 - a. CLUB LEVEL
 - b. REGION MEETINGS
 - c. CONVENTION
- 3) FIELD TRIPS
 - a. CLUB LEVEL
 - b. REGION MEETINGS
 - c. CONVENTION
- 4) HOW TO CONDUCT A MEETING
 - a. HOW TO USE ROBERT'S RULES OF ORDER
 - b. WHEN TO USE ROBERT'S RULES OF ORDER
- 5) INDUSTRY SPEAKERS AND NEWS
 - a. CLUB LEVEL
 - i. BULLETINS
 - ii. EMPLOYMENT COMMITTEES
 - b. REGION MEETINGS
 - i. KEYNOTE SPEAKERS
 - c. CONVENTION
 - i. KEYNOTE SPEAKERS
 - ii. SYMPOSIUM
- 6) ONLINE WEBINARS
- 7) ENERGY ACTIVITY BOOKS
- 8) EDUCATIONAL TRUST
- 9) ADDC FOUNDATION

SLIDE 15:

SELF-DEVELOPMENT FOR ALL MEMBERS INCREASING THE ROI

1) PUBLIC SPEAKING

- a. SETUP A SEMINAR TO TEACH MEMBERS TO SPEAK TO THE PUBLIC AS WELL AS THE CLUB
- b. DALE CARNEGIE WILL TEACH A CLASS ON PUBLIC SPEAKING FOR FREE

2) FIND AN ENGLISH TEACHER OR INTERN TO TEACH YOUR CLUB MEMBERS

- a. WRITING
- b. SPELLING
- c. GRAMMAR

3) NETWORKING

- a. GET TOGETHER AT A RESTAURANT TO GET TO KNOW THE MEMBERS
- b. MEET FOR COFFEE

4) MENTORING

- a. SHOW THE WAY
- b. HELP THE NEW MEMBERS UNDERSTAND THE WORKINGS OF ADDC
- c. TEACH YOUR MEMBERS
- d. PAY IT FORWARD

5) LEADERSHIP

- a. SHOW YOUR LEADERSHIP SKILLS
- b. STOP THE DISTRACTIONS
- c. SHOW RESPECT TO THE MEMBERS
- d. SHOW THE MEMBERS HOW TO RESPECT LEADERSHIP

6) ACQUIRE EXPERIENCE ON A BOARD OF DIRECTORS

- a. SHOW THE REASONS TO BE ON THE BOARD OF DIRECTORS
- b. YOU DON'T KNOW WHAT YOU DON'T KNOW

7) LISTENING

- a. THINK ABOUT WHAT IS BEING SAID

- b. LET THE MEMBERSHIP KNOW YOU ARE LISTENING
- 8) BUILDING SELF-CONFIDENCE
 - a. SPEAK IN FRONT OF YOUR CLUB MEMBERS
 - b. GIVE TALKS TO OTHER GROUPS ABOUT ADDC
- 9) BETTER COMPUTER SKILLS
 - a. LEARN THE INS AND OUTS OF THE PROGRAMS YOU USE
 - b. LEARN HOW TO BUILD A SPREADSHEET
- 10) LEARNING HOW TO CONDUCT A MEETING

ALL MEMBERS NEED TO RELY ON EVERYONE IN THE CLUB, REGION AND ADDC FOR HELP.

NO QUESTION IS STUPID. HOWEVER, YOU CAN BE STUPID FOR NOT ASKING THE QUESTION.

IF YOU DON'T UNDERSTAND WHAT SOMEONE IS TALKING ABOUT, YOU PROBABLY AREN'T THE ONLY ONE IN THE ROOM THAT DOESN'T UNDERSTAND.

UTILIZE ALL OF THE RESOURCES AVAILABLE TO YOU, SUCH AS CLUB MEMBERS, REGION MEMBERS, AND ADDC MEMBERS. A MENTOR CAN BE ANYBODY IN THE CLUB. YOUR DESK AND DERRICK EXPERIENCE CAN BE USED IN YOUR JOB AND EVERYDAY LIFE. IT WILL PUT A MEMBER ON TRACK TO BUILD CONFIDENCE. COME TO THE MEETINGS TO NOT ONLY HEAR THE SPEAKERS, BUT TO LEARN PARLIAMENTARY PROCEDURE, NETWORK AND PASS ON YOUR IDEAS.

**PERSONAL MENTORING: FROM YOU TO ME AND
ME TO YOU!**

THANK YOU!