

COURSE FOUR: ACHIEVE SUCCESS



BY THE END OF THIS COURSE, YOU WILL:

- Learn what small wins are and examples of what small wins might be as the director of member development.
- Connect the concept of small wins with the STARS model.
- Develop small wins for the first three months in office.

STEPS:

1. READ

Take a few minutes to read about small wins and establishing three to four short term goals.

[READ NOW](#)

2. REFLECT

Complete the Reflection Questions in this packet.

[RESPOND NOW](#)

3. TAKE ACTION

Over the next two weeks, start working toward your small wins.

[BEGIN HERE](#)

READ:

The concept of small wins is pretty basic – to achieve a larger goal, leaders must identify smaller goals along the way to accomplish it. For example, if you want to lose 25 pounds, you would set smaller goals like – drink 6 glasses of water a day, run 3 miles a day, stop eating candy, etc. These small goals will change behavior and help you stay motivated to accomplish your goal.

So why are small wins important to YOU as a leader – it helps to build buy in for The Road. For you to be successful, you need the members of your chapter to be excited and willing to participate in the program. Small wins will help you get them there.

Here is one more example, just to make sure you understand this concept.

The famous financial advisor Dave Ramsey counsels hundreds of thousands of people every year on how to get out of debt. His approach differs from some. Ramsey teaches to pay off debt quickly; you should list your debts least to greatest and start with the one you owe the smallest amount to. Many debate this strategy and argue you should pay off debt with the highest interest rate first. Ramsey takes into consideration the psychology of motivating people to accomplish their goals. The sooner someone can experience success the more likely they are to continue working toward the goal.

So how does this relate to your role as the director of member development?

1. The Road is not always embraced by all members. Small wins with successful programs entice members to attend in the future. Make sure you start with something fun, interactive and NOT required.
2. Small wins help to create positive momentum for the other chapter leaders. When you help them succeed with their responsibilities it motivates them and others in the chapter. For example, if your chapter hasn't embraced the recruitment education section of the curriculum that is fine. Work with the director recruitment and offer to facilitate a portion of recruitment training next semester.
3. Every chapter has different priorities and philosophies on what programming should be offered. Every chapter faces challenges and can improve in some way. Take a good look at the programming offered in The Road and use it to address some of the challenges. The small wins the chapter experiences can help with the challenge and motivate members to embrace The Road.

Remember – you have to go slow to go fast. As the director of member development, you are likely going to experience some resistance, but stay focused on the bigger goal. You don't have to change everything in the first three months.

RESPOND:

It is important to build personal credibility and develop key relationships to help you win in your position. As a chapter leader, strive to identify opportunities that will result with quick, tangible results that improve the chapter and leave members excited about The Road: The Journey to Excellence.

Take a minute and respond to the following questions to help you get started on your small wins.

RESPOND NOW

TAKE ACTION:

Get busy on your small wins!



THE JOURNEY AHEAD IS
**YOURS FOR
THE TAKING**

