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# Launch Your Leaders

## With Installations that Inspire and Motivate

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### What should an installation of new officers accomplish?

○ **Motivate club members.**

Groom your club for success by inspiring leaders and members to share their best talents and ideas. Establishing a common belief in club leaders and in the ability of members to work together toward accomplishing service, fellowship and professional growth objectives is the first step in making it happen.

○ **Establish leadership credentials.**

Publicly establish leadership credentials of incoming officers and highlight their best accomplishments. List two or three outstanding leadership traits or accomplishments, not a list of committee chairmanships. For example:

*We are proud to have Sherry Jones in the office of Vice President. She is Director of Human Resources at Mercy Hospital, and her department has received numerous awards for its training and leadership programs. Sherry joined Quota three years ago. Since then, she has led our Celebrity Round Up fund raiser that raised \$10,000, and initiated our mentoring program at the women's shelter. Sherry is known for her special encouraging notes and phone calls.*

○ **Establish a personal connection.**

The ceremony should enable members to get to know their leaders. Don't assume that all members already know each other on a personal basis. Establish a connection by relating some personal information about the officer being installed. *Suggestion:* ask officers to complete an information form (example attached) or interview them. Note the Quota benefit mentioned in this next example:

~ *Sherry is originally from Tacoma, Washington, and has a B.A. degree from the University of Michigan. She is married to Justin and has a son, Grant, who is two years old. She does have one major passion outside of career, family and Quota—she loves to paint watercolor pictures of local wildflowers. What she likes best about Quota is the wonderful friendships she has made. I present to you Sherry Jones, our new Vice President.*

## O **Celebrate the club's accomplishments and culture.**

Introductory remarks should include what the club has accomplished in the past year—things the members are especially proud to have done. Knowing your club's personality is helpful. If it's a service club, lead with a service story. If the club's personality is personal connection, then lead with a fellowship story. If your club is professional development/networking, then lead with information that reflects appropriately. Hybrid clubs should touch on each area of interest. Here are examples for three different clubs:

### ~ **EXAMPLE 1: SERVICE CLUB**

*Before last year in Quota, I didn't know Darius Lee. But, throughout this past year I have gotten to know Darius as one of the homeless children in our adopted shelter. Darius and his mother, Corey, are special to us. Because of our relationship, and the support that we have provided, Darius had a 90 percent attendance rate at his school and will be promoted to the second grade. Only one in four of the more than 1300 homeless children in our school district can come close to that record. We have made a difference not only in Darius's life but also in the lives of the nine other children at our shelter. I am proud of this and all of our outstanding accomplishments.*

### ~ **EXAMPLE 2: PERSONAL CONNECTION/SERVICE CLUB**

*When I started this past year, like you, I didn't know any of our first-year members and had lost contact with some of our veteran members. Thanks to our four annual fellowship events—the Summer Salad Social, the Thanksgiving Supper Celebration, Christmas Under the Oaks and our Easter Egg Hunt—Call that changed. I now know intimate details of your lives.*

*I'll mention just a few that I can discuss publicly. Karen Smith has a passion for chocolate and keeps it next to her bed. Helen Herbert loves to receive flowers and goes so far as to send them to herself if her friends forget a special occasion. Lori Green has a secret; her son, John, is the smartest child in Hill Kindergarten. And finally, Jill Cass can shop like a pro and find bargains in every mall in America! We have not only gotten to know one another better, but also to genuinely care about each other and our families. I congratulate us on a wonderful fellowship and friendship building year. I can't wait to continue this tradition into (insert year here).*

*Of course, while having fun we helped many people along the way. Fifteen children under the age of 10 received Christmas presents for the first time in their lives at the homeless shelter that our club sponsors. I wish you could have seen the excitement and pride as these youngsters tore into those packages. Another wonderful moment was seeing Mrs. Smith try on her new hearing aid and to really hear her granddaughter's voice for the first time.*

~ **EXAMPLE 3: PROFESSIONAL DEVELOPMENT/NETWORKING/SERVICE CLUB**

*Can you hear it? The tiny steps of the technology of the next century creeping up on us. When this past year began, I questioned my ability to learn how to communicate in the year 2000 and beyond. However, thanks to our three-part program on the Internet, using e-mail and using personal data devices, I feel connected to the age of technology. These programs, combined with our leadership communication series, have helped me and many of you both professionally and personally. I now communicate with my two college sons through e-mail and I discovered new ways to communicate with my staff at work. That really helps to keep us all on the same page at the same time, working on the same goal. @I believe we all feel that this year in Quota has helped us grow professionally and personally.*

*I also am proud of our efforts to give back to the community through our one-day career and mentoring program for women transitioning from home to career. I believe we inspired the 100 women who participated, and we encouraged them and gave them a broader picture of possible careers as well as education and training they require. We hope to hear follow-up success stories from participants and our co-sponsors, Family Services. This year has made a difference in my life and in the lives of those we have touched in our community.*

**O Ensure public recognition of the outgoing leadership team.**

Before installing the incoming leadership team, appreciation and recognition of the outgoing team is essential. These leaders deserve public acclaim for the club's success this past year. Call them by name and office starting with the board members and working up to the president. Present them with a token of the club's high esteem. A plaque, framed certificate, paperweight, letter opener, framed poem or any other gift that expresses appreciation would be appropriate. Segue into this segment of the program from the club's accomplishments. For example:

~ *Now, I would like to recognize the outstanding leadership team that helped us to make all of this happen in (insert year here). When I call your name, come forward and accept a token of our appreciation and respect for all you have done for Quota and our community this year. Please hold your applause until everyone is presented. Naomi Brown, a second-year board member. Etc.*

## What should you consider about your audience?

- How formal is the group?
- How many people will be present?
- What are their expectations?
- How much time will the whole agenda take?
- What is the culture of the organization?
- How can I best establish a rapport with the audience?

**Helpful hints!** The installation is a presentation. Take time to gear it toward the audience. No one is going to stay longer than two hours (including in the evening). If it is a noon meeting, then it must fit into the usual time format.

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## What are the four golden rules for a great communicator?

**RULE 1: Be prepared.**

Never fumble or apologize.

**RULE 2: Make others feel comfortable.**

Developing rapport with the audience is essential.

**RULE 3: Be committed to your message.**

Believe what you are doing and saying is important.

**RULE 4: Be interesting.**

IT'S A FACT! In any presentation you will win or lose your audience in the first 30 seconds. The audience will determine the importance and impact of your message through these channels:

- **55%** - Nonverbal communication
- **38%** - Voice
- **7%** - Words you choose

*You* are the message! Spend some time getting energy and enthusiasm into your voice! Concentrate on your nonverbal communications as well as on your words. The audience receives your message as a total package.

## Where should the installation be held?

*Location, location, location!* If possible, hold the ceremony somewhere other than the club's usual meeting place. The venue should be chosen with the club's culture in mind (are members formal or informal?). The decorations should reflect the incoming president's theme (i.e., *Opening Doors for Quota*, *Building Bridges*, *Stepping Out*—you might have shoes on the tables, *Growing Quota*—you might have plants on the tables). Above all, try to make it festive and remarkable.

Installation is a celebration of the accomplishments of the past year, and it sets the stage for the coming year. Regard it as a special time. Spouses, family or significant others should be encouraged to attend; it helps them understand Quota's mission. Sharing this helps them feel a part of the group.

**Helpful hint!** The social or cocktail time should not be overlooked. Adequate time should be allowed for socializing with a cash bar. For clubs that meet at noon, consider a nighttime installation. If that's not possible, make the noontime event special with decorations and an excellent menu. Perhaps chocolates at each place setting for members to take back to the office or a special poem—just some token that would make the occasion special.



## What preplanning steps should you take?

Prepare the background information on the officers you will install. Have them complete a form or interview them personally. Coordinate with the person in charge of the installation about the agenda. Here are some things to consider:

- What tokens will we have for the outgoing leadership team?**
- What do we have to present to the incoming leadership team?** (A rose, box of chocolates, a Quota pen, etc.)
- Do we plan to use candles?**
- Have the outgoing and incoming officer pins been ordered? Who will bring them?**
- Can I have a copy of the agenda in advance?**
- What audio visuals are ordered?**  
Microphone....portable or stationary? Slide projector? Screen? Let the chair know of any needs and arrive early to check that your equipment is working. NEVER take this for granted.
- Will there be a podium?**

- **Do I need a head table?**
- **Do I need a special side table for props?**  
Arrange these before the ceremony.
- **Banquet style tables? Round tables?**  
Check the room set-up before guests arrive.
- **Do I need an assistant?**  
If so, invite a member to help you. Since you will be giving tokens, officer pins and, in some cases, using candles, this enables you to keep your hands and mind free to emcee. Always maintain eye contact with your audience; it keeps their attention and interest in the ceremony and helps move it along.
- **Will the event be photographed?**  
Make sure a photographer is assigned to take pictures for the local newspaper and that someone is assigned to write a news item.

**Helpful hint!** When sending a photo to a newspaper always write the organization's name, event, the date and people's names on the back of the photo. Do not expect it to be returned. Make sure news information accompanies the photo and that it is sent to the appropriate person. Don't expect the paper to send a photographer, but do call the paper to see what quality standard and format they require.

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## What is time to a pig?

Most pigs don't wear watches and their days are flexible. Not so with Quotarians and most humans. If you want to know how precious a minute is consider that one minute in front of a group of 25 people is actually worth 25 minutes, a 50 person group 50 minutes, 100 person group 100 minutes. If you fumble a minute you have lost between 25 to 100 minutes of time. Don't see pigs, see humans and you will be fine. Be time conscious. The entire ceremony should be accomplished in 15 to 20 minutes, including outgoing officer recognition and incoming officer installation.

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## What should NOT be included in the installation?

Many people like to talk about the responsibilities of the offices. Don't! The members have heard this a hundred times. Focus on the people you are installing and the leaders you're saying goodbye to. Establish credentials and strengthen personal connections.

# How can you add interest to your ceremony?

Set a theme....make your introduction interesting and fun. Be fresh and creative! Following are examples to use or to spark your own ideas.

## O Adapt the theme of the outgoing president.

If your president used a *Stepping Out* theme, consider this beginning:

- *How many of you feel that we stepped out this year? We sure had on our construction shoes when we worked at the Habitat for Humanity house. How many of you participated in that great project? How many of you wore out your pumps when we hosted career day? How many of you enjoyed your dancing shoes at the Christmas party? How many of you had blisters from your tennis shoes at the end of our Book Fair fund raiser? Broke-in your sandals or tennis shoes at the picnic? Well, I brought my tennis shoes with me tonight to show you they have habitat dirt, sawdust from the book fair, mud from the Heart Walk and grass from the picnic. President Mary literally wore out our shoes by Stepping Out this year....and we enjoyed every minute of it. You can always buy new shoes, but friendships and our community impact last forever!*

## O Capture something from a headline or a recent trend.

To capitalize on recent media coverage that health care costs are getting, start with something like this:

- *Who has seen the current headlines on health care? How are we going to fund health care? How will we keep the baby boomers healthy and out of the hospital? Are we all pursuing our diet and exercise program? Well, tonight, because we think Quota is heart healthy, I brought a stethoscope to check out the heartbeats of Quota. How are we doing? Let me get this person from the audience sounds strong there's a good heart here. Someone else hmmmmmm I don't hear any problems. I can hear the collective heartbeat of the organization. Yes, I hear it and you know what? It is strong, it is caring and full of love. Yes, the heart of Quota International of \_\_\_\_\_ is very healthy indeed. It was beating with a lot of fellowship, friendship, love and service this past year. Being a member of Quota is heart healthy. It keeps us all in tune with the hearts of others. We're here to celebrate those heartbeats.*

## O Use an education theme.

Here is an example:

*Tonight I brought an apple for the teacher. Led by our president, we have learned a lot this year about ourselves, our community and the needs and culture of people outside of our community. [Begin to pull the apples out of a bag, one-by-one.] This apple reminds me that I learned a lot about my friends in Quota. I learned that Mary is an encourager; she sent me notes all year long encouraging my new business venture. Etc. This next apple reminds me about our service. I learned a lot about our adopted shelter. I learned to be grateful for what I have. Did anyone else learn that lesson? I learned how much our Christmas and Easter gifts mean to the homeless, and the caring and respect that the gifts show. This apple represents my personal development learning. I learned a lot about the resources in our community. When I need financial advice I now have a list of five financial planners to call. I could actually have a whole bushel of apples to represent my Quota experience this year. And, everyone knows apples make you strong and healthy! I am a better person for having spent this time learning in Quota.*

## O Use a popular book or movie theme.

Just be sure it's well known! In the United States, Stephen Covey's *7 Habits of Highly Effective People* has caused a craze. This could be adapted to *7 Habits of Highly Successful Quotarians*. Identify events and personal growth experiences that happened during the year. These can be humorous or serious depending on your style. Or, adapt *Everything I know, I Learned in Kindergarten* to *Everything I know, I Learned in Quota*. Or, modify *Chicken Soup for the Soul* to *Chicken Soup for Quota & Soul*. Tell a touching story from the year.

<b>Helpful hint!</b> Refrain from giving a recipe. This was once very original and cute, now it is over done and most people have heard it at one time or another.
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## O Be whimsical and use a fairy tale or well known story.

A nice example is the classic fairy tale written by Marie LePrince de Beaumont, *The Beauty and the Beast*. This venerable story lends itself to endless amounts of creative interpretation, as follows:

*During the year we couldn't tell if we were Beauties or Beasts. We thought we were beauties at the Christmas party, but we sure looked like sweaty beasts after the Run For Your Life fund raiser.*

# How should the ceremony be organized?

Following are suggestions on format. Remember your audience, your time frame and your style of presentation. Enthusiasm, eye contact and rapport with your audience will carry the day. You are the message.

## **I. Introduction.**

This should be rapport building, inspirational and/or humorous. Remember, the first 30 seconds are critical in your presentation. Ideas on how to make your introduction interesting and fun begin on Page 7.

## **II. Accomplishments.**

Present a short sketch of what the local club has accomplished. Remember the club personality (see Pages 2 and 3) and be sure to continue any themes that you began in the introduction.

Ask your outgoing president which club accomplishments will be mentioned in her or his speech. This will refresh your memory of past year events, and it will prevent overlapping stories. Also, old club newsletters and calendars can be helpful. Give a broad sketch of these events. Mention a few highlights so members will feel pride in their accomplishments.

## **III. Recognition of outgoing leaders.**

Still continuing your theme, introduce each officer and the office they held. Have your helper present the past officer pin (if appropriate) and the token of the club's appreciation. Ask members to hold their applause until all members are introduced. As time is of the essence.

Spend a little time talking about the outgoing president, describing her or his leadership characteristics and extend appreciation for leading the club in its accomplishments. For example:

*Sharon, I want to present you with your past president's pin and your president's plaque in recognition of your year as our president. You've been an outstanding leader. The accomplishments in friendship, service, personal growth and club development were due in large part to your leadership and encouragement. You've made a lasting contribution to the legacy of Quota International of \_\_\_\_\_ . Members, let's show our appreciation to our leaders. [Applause.]*

If the Board of Directors has a special gift or thought for the outgoing president, this is the appropriate time for presentation.

#### **IV. Installation of new officers.**

Segue into discussing the incoming board with a statement like the following:

- ~ *I will now ask the members of the (insert current year here) leadership team to come forward. Please hold your applause until all members are installed.*

Call each board member and officer up, establish their leadership credentials, relay personal connection information and share what they enjoy most about being a Quotarian. Be aware of the time; you may need to adapt your program. The incoming president receives the longest public statement (although don't feel compelled to tell their whole story!). Do make a statement or two about the leadership role they have agreed to assume. For example:

- ~ *Mary, you are charged to lead this organization in its mission this year. You are following in the proud footsteps of our leaders of the last \_\_ years. We pledge to do our best to help and support you in the spirit of Quota fellowship, friendship and fun.*

Present the officers' pins (if they are new to the role) and a token of the club's appreciation. If you want to be traditional, have each officer light a candle and hold it using a candle ring. Use the analogy of the light or torch of leadership. You may decorate the candles with ribbon or flowers. Any florist can do this. The candle is then the token of the ceremony to take home. A long stem flower has the same special effect.

After you introduce each incoming officer and charge the new president, say:

- ~ *I present to you the leadership team of Quota International of \_\_\_\_\_ for (insert years here) and declare them duly installed. [This will cue the audience that it is now time for them to applaud.]*

#### **V. Final steps.**

Present the gavel to the incoming president. The outgoing president should present the incoming president with her or his pin, and the new president will give remarks. Congratulate yourself on a job well done....toasting your success is allowed and encouraged!

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Quota International, Inc., March 1999

By Bobbie Carey, Past International President, with contributions from 1998-1999 Quota International board members.

# Incoming Officer Interview Form

Dear \_\_\_\_\_,

I want to include some personal information about you in our upcoming installation ceremony. Please take a few moments and help me by completing the information below. CONGRATULATIONS on your new leadership position. Please send this form back to me at

by the following date: \_\_\_\_\_ . Thank you for your help!

Sincerely,

\_\_\_\_\_  
(Date)

**Name** \_\_\_\_\_

1. Office for the incoming year: \_\_\_\_\_
2. How long have you been a member? \_\_\_\_\_
3. Where were you born? \_\_\_\_\_
4. How long have you lived in our community? \_\_\_\_\_
5. Tell me about your educational background:  
\_\_\_\_\_  
\_\_\_\_\_
6. What is your current career and title?  
\_\_\_\_\_  
\_\_\_\_\_
7. What do you enjoy most about being a Quota member?  
\_\_\_\_\_  
\_\_\_\_\_
8. Are you married? \_\_\_\_\_
9. Spouse's name? \_\_\_\_\_
10. Do you have children? \_\_\_\_\_
11. Pets? \_\_\_\_\_
12. Do you have any special interests or hobbies?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_