

# Tomorrow's



**Attract, Develop and Orient Leaders  
through Transition**

## By the end of this workshop you will be able to:

- Use the benefit of your leadership skills to attract potential leaders.
- Identify and develop leadership skills in others.
- Strengthen your PTA by developing a plan to orient and mentor new leaders.
- Use your passion to sustain a legacy of leadership.

*To make every child's potential  
a reality  
by engaging and empowering  
families and communities  
to advocate for all children.*



# As Advocates we know..



- Families, students and schools are better prepared.
- Students are more successful, work harder, and do better.
- Families and school can move in the same direction with similar goals and plans.
- Education is a priority in the community.
- Economic conditions are more favorable.

# The Future

**Everyone here has the sense that right now is one of those moments when we are influencing the future.**

**Steve Jobs**

**As Today's Leaders...**

**Examine your own ideas and thoughts about how PTA's vision motivates you...**

**And then...**

**Is "why you do it" similar or different?**



# Others have shared...

“I want to help my child (or all children).”

“I want to make sure that my child (or all children) has all the opportunities to grow, learn and be successful.”

“I want to know that other people care about their kids as much as I do.”

“I feel that if I am in a group with people who care about kids, I can share my beliefs (passion) and make them go farther.”

“I like to learn new things from other people.””

“I want to take part in my community and make a difference.”

# What do you believe?

*“You want to attract people who believe what you believe...They don’t buy what you do, they buy why you do it...”*

*Simon Sinek*





# National PTA Values

- **Collaboration - Partnership**
- **Commitment - Dedication**
- **Diversity - Acceptance**
- **Respect - Value**
- **Accountability - Responsibility**



# Vision for the Future

Keeping our Values in Mind,

What tools and talents have been effective in seeing our mission and vision realized?

- Communication
- Influence
- Teamwork
- Vision



# Key Communication

- **Empower** joint problem solving (visioning)
- **Encourage** better connections with others
- **Engage** people to want to help you

**Ask open ended questions, listen, appreciate and affirm**



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# Influence

## Be a “talent magnet”



- **Develop the ability to influence the beliefs of others**
- **Use that influence to promote the mission of PTA**
- **Develop a “yes and” strategy when barriers are presented**
- **Build a team of believers and inspire collaboration**

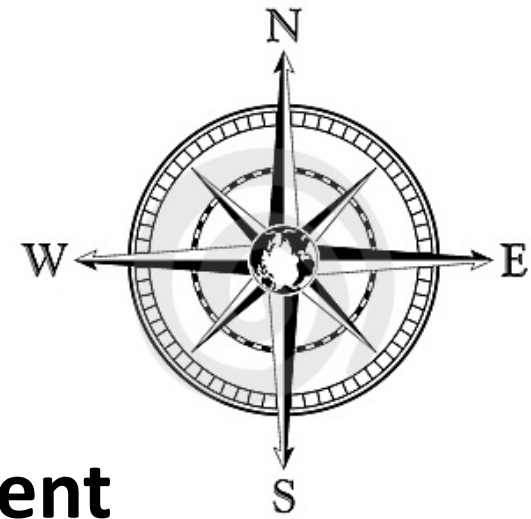
# Teamwork

## Identify potential leaders and partners

- Seek individuals who have a passion for the mission
- Use key communication and make connections to identify skill sets in others
- Influence others to use their passion and strengths to build a team
- Explore diverse populations for new ideas and learning opportunities



# Expansion through **Orientation**



- Engage with those who desire to join the team
- Assure that they have the time to commit their talent
- Go beyond the mission to explain the reason for the work
- Determine goals and tasks to offer them
- Make a clear connection between their role and the intended results to give them the sense of what success looks like

# Expansion

## Mentor and Strengthen

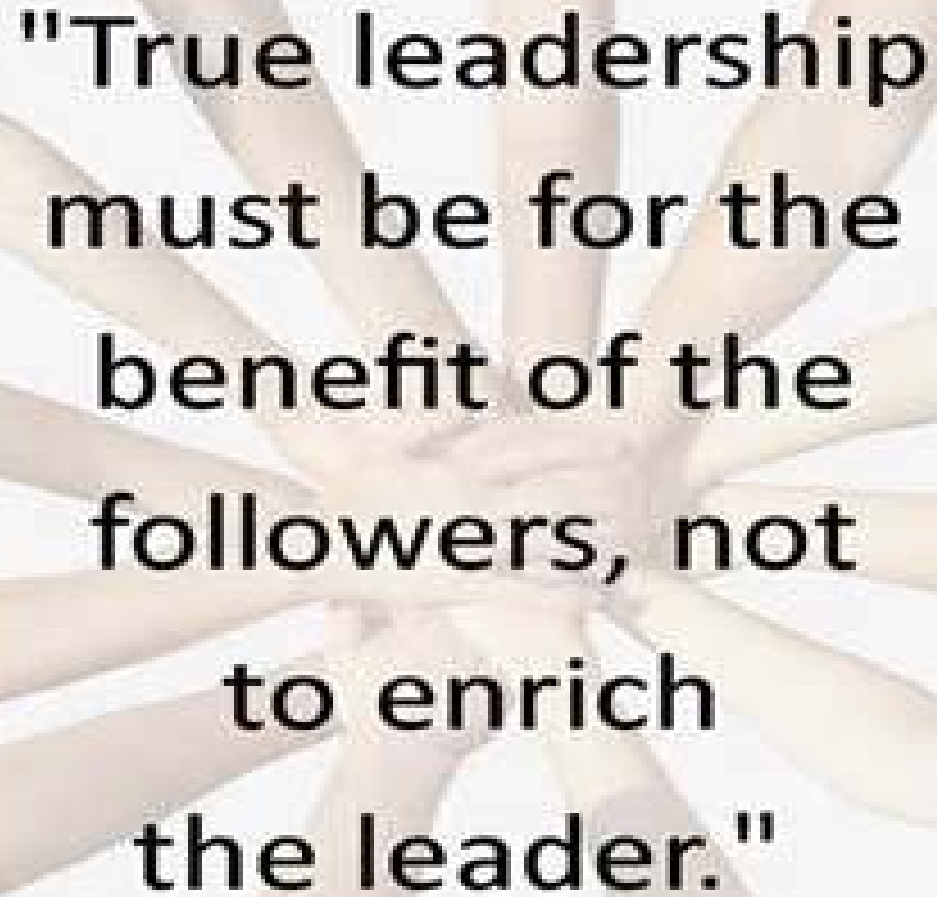


- **Develop a mentoring process for new board members**
- **Create a plan for ongoing communication**
- **Assure that efforts are focused in the desired direction**
- **Continuously assess progress based upon the mission**
- **Offer leadership training to encourage skill building in order to move into positions of greater responsibility**









"True leadership  
must be for the  
benefit of the  
followers, not  
to enrich  
the leader."

-John C. Maxwell

Leaders become great,  
not because of their  
power, but because of  
their ability to  
empower others.

- John Maxwell

# Our Legacy..

- **Background** – understanding of PTA and what has been accomplished
- **Working Knowledge** – non-profit management and network
- **Skill sets** – communication, collaboration conflict management
- **Goals and Plans** – vision for the future on behalf of members
- **Support** – dedication to assuring the incoming leaders success

# Most of all... *Passion*

– that “thing” that keeps you going....

"There is no greatness without a **passion** to be great, whether it's the aspiration of an athlete or an artist, a scientist, a parent, or a businessperson."

— Anthony Robbins



# National Standards for Family-School Partnerships



Passion Values Vision Influence  
Inclusivity Mentoring

Legacy



Transition

Communication

Orientation

# ASK YOURSELF

- **How do you contribute to the sustainability of PTA?**
- **Are you moving in the direction that will help us grow?**
- **Would your passion show in your “elevator speech” to engage new leaders?**
- **Are you leaving the association in better shape than when you arrived?**

**Tell the person next to you, what you see as your greatest accomplishment.**

# **One thing you will do *after* you leave here...**

**...to attract new leaders**

**...to develop existing leaders**

**...to ensure a legacy of leadership so that more than one person is ready to take your place when you leave office**





Questions/Comments?



For more information  
[www.PTA.org](http://www.PTA.org)