Motivating Your Membership Base

How well do you communicate?

New York State PTA®
evychild. one voice.®
Who are you?

AND WHO ARE YOU SPEAKING TO?
Paris in the Spring
Did you read the text inside the triangle as ‘Paris in the Spring’? Check again. That's not what it says. It actually reads ‘Paris in the the Spring.'
Paris in the Spring

Our perceptions reinforce what we have been taught or expect, and they can shape our interactions with others different or similar to ourselves.
But we have always done it this way
We’ve surveyed over 900+ members.

There was a huge divide on how and what our members see. Why is that?

What can we do to communicate our message better?
Yourself and everyone you meet learns and connects these three ways:
Visuals

- Speak quickly
- Move quickly
- They stand with an erect posture
- Use the words like: I see what you’re talking about. I see your viewpoint
- Predominantly use the SIGHT part of their brain
Walk and move more moderately paced

Moderate speed, tone and tempo to their voice because when they speak they are paying attention to the way they sound

They like to use words like:
I hear what you mean, or that sounds good.

Predominately use the HEARING part of their brain
Kinesthetic

- Prefer to communicate by touching and with emotions.
- Move slowly
- Talk slowly
- At times hardly speak
- They choose words like: I Feel what your saying, or I can get warm and Fuzzy with that decision.
- Predominately depend on the FEELING part of their brain
Everyone shares all these traits.

Which of these type calls out to you?
Second type of member personality

1. Leaders
2. Expressive
3. Thinkers
4. Dependable
Leader

- Are direct, demanding, and workaholics
- Want it done their way unless you can prove a better way.
- Impatient with slackers, want you to get to the point
- Aren’t great at small talk
- Motivated by the opportunity to be creative, take the lead and give direction.
- Love problem solving
Expressive

- Fun loving, Enthusiastic, talkers who are sometimes loud and like being the life/center of a party.
- People oriented and can be group leaders-PTA President
- They love to build excitement.
- They usually have messy desks and work areas
- Not necessarily detail oriented
- Would rather be liked over being detailed, and often procrastinate
Thinker

- At work have a no nonsense attitude
- Need a lot of information and proof. Are very precise, and task oriented
- Follow rules
- May take a long time to make a decision.
- Sometimes tend to be perfectionists.
- Prefer doing the job right over meeting a deadline.
Dependable

- Are supportive, easy to work with and usually work in one place for years (Loyal)
- Team Players, forms strong bonds
- Good Performers but usually slow to make decisions.
- Likable, laid back and not aggressive
- Neat and organized
- Need to feel appreciated
Perceived Value vs. Actual Value
Sort By Sameness or Differences

- **Matchers** - notice what is the SAME about things
- **Mis-matchers** - notice what is DIFFERENT about something.
Either People Move Toward Pleasure
OR
AWAY from PAIN
Let’s Explore What This Looks Like In Real Time

How should we respond depending on the personality trait?
Who Are You Attracting?

Your vibe attracts your tribe.
I always see them together
It looks like a clique
It’s Not What You Say But How You Say It
I feel like we should have more art programs in our schools.

I sense the district should have enough money to pay for it.
Are You Reaching Everyone
Internal Slide – Auditory – Role play Key word “Hear”

**General Member Inclusion**

I heard they are having a dance. I had no idea. It’s not even on FB.

I overheard a lot of people saying they had no idea about it.
“Thank You” Goes A Long Way

“Thanks” is an after thought

Thank You
MAKE SURE TO FOLLOW NYSPTA ON SOCIAL

https://www.facebook.com/nyspta/

Contact us

Kelly Short  
Membership Coordinator/ NYS PTA  
One Wembley Court / Albany NY 12205  
518-452-8808 / 518-452-8105 (fax)  
membership@nyspta.org / www.nyspta.org

Mary Sotomayor  
Membership / Marketing Specialist/ NYS PTA  
One Wembley Court / Albany NY 12205  
518-452-8808 / 518-452-8105 (fax)  
marketing@nyspta.org / www.nyspta.org
Thank you!

MAKE SURE TO SHARE AND SPREAD THE WORD

Lecture Notes: Personality traits and patterns - Dr. Kleinwaks

Personality Test

https://www.truity.com/test/enneagram/personality-test