

Leadership Workshop 2014

ML Taylor. *Ideas I heard, discussion notes and my comments for sharing.* May 2014.

ISM will be posting copies of the 2014 presentations and round table notes online. [Click here](#)

Social Media and Technology:

1. **Use the website to “Opening a Window”** to the affiliate that will attract participation in the dynamic conversations, announcements and information being shared in other social media outlets such as Linked In and Twitter.
2. **Use QR codes** on the web site, program notices, newsletters, affiliate business cards, etc. to make it easy for people to link to the information, save contact information etc. Free online QR code generator tools make it easy to create and paste a QR codes.
3. **Crosslink** web site, LinkedIn pages, newsletters, notices and announcements. Make it easy for people to locate and navigate.
4. **Hold a technology program** for members on how to make more effective use of smartphones to stay organized. Some applications to demo include: Business card scanning and organization, scanning QR codes, setting up contacts and appointments and.....
5. **Set up a laptop** during a general program and assist people in signing up for a LinkedIn account and show them how to navigate and use the affiliate and ISM LinkedIn pages.

Program Suggestions and Ideas:

1. **What is Supply Management and how does it fit into the business world.** Prepare and present the program to the local affiliate and solicit input, feedback and suggestions from members. Then use the program as a marketing tool with emerging professionals. Sell the idea of why they might want to get involved with supply management.
In addition to the job, explain the impact we can have on big-picture topics like sustainability, the environment and international business ethics. Market the program to educators, and local business schools for use in their business curriculum. Offer to supply one or two experienced professionals to help present the program and answer questions.
2. **The next Generation needs to know what? Preparing to transfer the brain trust. Letting Go in a Positive Way.** A program that separates theory from experience. Help the seasoned professionals in the organization articulate the value of the information that they can pass along to newer generations. Help the emerging professionals understand the values that must be learned from experience. Facilitate the communication between the two groups. Might be interesting as a panel discussion to take a typical supply chain problem and have people on both sides talk about how they might approach and solve the problem.
3. **Communication Committee.** Give one or more interested members a simple task that could become a huge Value Added for members. Set up an [Internal Communication Team](#)

4. **Long Term Strategic Planning.** Either as a BOD meeting or a general program with all members invited. Discuss the long term outlook and plans for your affiliate. Would be interesting to also discuss your affiliate's contributions to the local community as one way of defining the affiliate's value added benefits.
5. **Holiday Event.** Hold a holiday event as a charity benefit to gain some PR in the local community.
6. **Partner with local business organization to provide one-time value for members.** Talk with Local business newspaper, chamber of commerce or other business-related organization. Reward members who renew their dues with a short duration subscription or get acquainted membership. The reciprocating organization would gain exposure with affiliate members.
7. **Share newsletter links** – Share newsletter and web site links with other professional organizations in your area. ASQ, Finance Management, HR Professionals, etc. This would give members in both companies information they can take back to other people in their organization that might fit the membership profile of the other organization. Could also give members access to interesting programs and open the possibility of collaborating on professional development events.

Resources

1. **Procurement Technical Assistance Centers (PTAC).** PTAC is programs funded by the government specifically targeted towards helping small businesses do business with the government. PTAC centers reach out to the business community and share procurement rules and best practices with a variety of businesses in the area. PTAC centers are located around the country and are a good resource to partner with for program topics and to communicate with the business community. ISM affiliates and PTAC centers are both offering Supply-Chain related information to businesses and are interested in professional programs. Add the local PTAC coordinator to your mailing list, share programs and point to each other on web sites and newsletters for business seeking information and professional membership opportunities. [PTAC home page](#) . [Washington State PTAC](#)
2. **ISM web site resources for members.** Spend some time at a general meeting exploring the various resources and tools available on the ISM web site. Use a live internet connection so that people can ask questions and navigate the site in real time. Here is an example:
ISM Web Site: 10 things every member should know.
3. **ISM web site resources for Officer and BODs** There are many types of affiliate management materials, resources and information available on the ISM web site. Here are some examples:
ISM Web Site: 10 places every BOD member should visit

Greg Adams – The Power of Positive

Good program with lots of good ideas and concepts. *My thoughts as I listened to it included below – not necessarily those of the speaker.*

1. Power can sometimes be stated as the ability to control people. However that misses the point if you want to lead people. A good leader gets power from the ability to influence people in a positive way. This can be with positive direction, enthusiasm, vision, charisma.
2. A manager or director gets power from a secondary source by being selected for the position. A leader gets power and recognition from the people who recognize and acknowledge the leader voluntarily. Ask yourself, “ Do I want to be known as the chairman or president? Wouldn’t I rather be known as the leader?”
3. Leaders have different styles and lead in many different ways. The characteristics of great leaders can include empowering people, inspiring people, sharing a compelling vision, becoming a great role model, etc.
4. A good leader is honest and inspires trust. Information is conveyed openly and honestly and not just spun. People can recognize that some information cannot be disclosed, and an honest leader would explain that, rather than deceive. A great leader conveys the information in a positive way that helps people focus on the important details and path forward, not as an alarmist.
5. The lamp post story. Procrastinating and denial doesn’t accomplish anything. Planning and starting a project can inspire others to follow and build confidence with experience to overcome obstacles.
6. A positive way to think about the social and organizational changes affecting us all today. What will my affiliate be like in 5 years? How can I influence changes to reach the best possible positive outcome?
7. Here is a link to a leadership presentation from a few years ago. [Click here](#)

ISM Relationship

1. Affiliate name change to ISM is intended to help all affiliates and ISM better leverage a common brand name. Several affiliates have reported positive outcomes, increased interest and membership growth after changing to ISM.... Name change process has been simplified.
2. Corporate and direct member programs have challenged some affiliates to do a better job of selling the value added for participation in the local area. ISM is notifying the corporation that local affiliate opportunities exist – but the ball then falls to the affiliate to communicate and sell local membership.
3. Worth serious consideration; what is the purpose and value of our local ISM affiliate?
 - a. Networking and sharing with other local businesses and members
 - b. Bringing local training, programs and educational opportunities
 - c. Demystifying and facilitating member’s use of ISM and ISM resources
 - d. Establish local presence, visibility and understanding of our profession
 - e. Assist member companies to meet their needs for personnel resources, information and resource management
 - f. Exchange career, employment and job openings among members and local companies

- g. Here is a link to a program and value-added brainstorming session from an old NAPM District XI workshop. The focus was on the individual, but many elements can be translated to ways an affiliate can add value. [click here](#)
4. Ensure affiliate officers and key personnel are listed in the affiliate offer roster . The list is used for notices, correspondence and communication, so it is to our advantage to keep it up to date.
5. ISM publishes the NEWSLINE monthly with information for affiliate leaders. Take advantage of the tool to share information and best practices.

Emerging Professionals

1. Market the ISM name, Richter Scholarships and other supply chain scholarships to get the attention of educational institutions, students and professors.
2. Market free membership to educators as well as students.
3. Help educators with content and curriculum materials relating to supply chain management.
4. Discuss possible assignment subjects with educators that students could use in their business classes and which would also be of benefit to the affiliate. Such as Impact of business spend on local economy, role of supply management in local businesses, marketing plans, etc. The report gets a student a good grade, then can be published as a success for the affiliate and the information used to by the affiliate.
5. Invite students and educators to an informal networking evening where they could meet members and get acquainted with the organization. As an alternative hold a free “pizza informational event” at the school with students.