



# Broadband Leadership Characteristics

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## **We are WILD about our Broadband Leaders!**

It's incredibly important that we all work together to make what is seemingly impossible possible.

So what makes you so wonderful? Our Broadband leaders are the roots of our advocacy efforts nationwide. You provide the necessary nutrients to each chapter to support its growth, sustainability, and reach.

There are many types of leaders and leadership styles, but a few characteristics that are consistent in each good leader.

### **Honest and Ethical Values:**

What are your core beliefs and values? How do you see yourself in the world and how do you want to play a role in its sustainability? Understanding these values helps you effectively communicate ways of engagement with your team and allows others to help shape and contribute your commitments to these values together.

### **Delegation and Shared Power:**

Great leaders trust their co-leaders and team members. Delegating tasks to others in your Broadband not only shows you trust them, but provides a space for co-ownership and member buy in. You will have more support in getting things done, increase team engagement, and open opportunities for creative thinking and shared ideas.

### **Communication:**

This does not necessarily always mean talking. A good communicator is also an excellent listener. Every member on your team has something to contribute. Hearing what others need or are communicating is essential to creating a space where others feel valued and heard. A good communicator clearly describes the objectives and goals of the team and the vision for accomplishing these goals and remembers to ask for others' contributions. Our Broadband leaders take on a big responsibility, so working with her team with a positive attitude and consistent communication streams is very important.

### **Dedication and Resiliency:**

Our work can be challenging and requires a lot of time. Your dedication to your team, your issues, and the Broads is essential for a sustainable grassroots advocacy campaign and the effectiveness of your Broadband to make change. You may not always receive the answers you want or see the changes you are working so hard to achieve. Stick with it. Think about what's working and identify what is not. Change your course of action. Think outside of the box. Try something new, evaluate, and keep on going.

### **A Positive Attitude:**

You may have members who are on the fence about your issue or their commitment to your Broadband. Encouraging your team by sharing your joy for the work and your appreciation for each of the individuals in your Broadband goes a very long way. Humor, playfulness, and productivity are means building a very effective, and FUN team.





## Your Broadband: Building and Maintaining a Strong Team

### Putting your leadership qualities to work!

Broadbands are fun, engaged, active teams of conservation advocates ready to voice their concerns and create changes to protect and preserve our wild favorite places. Developing and maintaining a strong, effective Broadband is not an easy task.

#### **Explore these tips to build and maintain a strong and effective Broadband:**

- Recruiting and retaining volunteers (Probably the most important thing you can do for Broads!) is not an easy task. Try to add a targeted number of new people per year. New people bring new ideas, new energy, new business/organizational/political contacts and a different circle of friends/acquaintances for continued member recruitment.
- Have regular contact with your group and provide regular opportunities for them to have contact with each other. This can be through phone calls, one on ones, email, weekly newsletters, and monthly meetings.
- Practice the cycle of organizing (found in Section 3: Act)- Share your stories and public interest, host one on one meetings with people, leaders, and potential supporters, identify the issues most important to your work, and then plan your strategies to go and kick some butt!
- Think of ways outside of email to engage and communicate with your team. Personal connections can go a very long way. Host a hike with a purpose, a happy hour or a tea time.
- Seek out people who are active in the community (they may not always be who you think they are- remember everyone will have something to contribute).
- Make sure to involve new people in discussions and on project committees! Committees are an excellent way to share the workload and empower your team to stay connected and take ownership over an issue, event, or campaign.
- Consider forming a Steering Committee to share ideas, divide responsibilities and cover more issues than you could by yourself.
- Involve the entire group- this isn't always easy. Everyone has a talent or a unique way to contribute. Highlight and celebrate their energies!
- Practice organization skills, but allow for flexibility and "plan b's." Be sure you are following through on commitments and try to stay on a timeline that works with your schedule and team.
- Be responsive and available to issues and topics of interest. Brainstorm your main focus areas and then narrow down your projects to outline a tangible year of goals.
- Remember you don't have to do this alone. There are people out there, other leaders of the community or members of your Broadband that can help. Let them. Still struggling? Contact the national office to brainstorm new options.
- Due to other responsibilities, Broadband members will contribute at varying levels. Excellent! Find areas that they will shine in and let them run with it!
- BE GOOD TO YOURSELVES. Leave room for YOU. Take breaks, get outside, drink tea (or wine). FOLLOW YOUR PASSIONS. Why did you get into this work in the first place? Remember where your heart shines and use that as your fire for change.