Welcome to HLAA
Chapter Development Workshops

What Level is Your Chapter?
(What Level Do You Want It To Be?)

Guest Speaker:
Beth Wilson
Topics

• Capability Level Models
• HLAA Chapter Levels
• Identifying Signs of Transition
• Identifying the Best Level for Your Chapter
• Strategies to Achieve Your Best Level
Capability Level Models

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Language Proficiency Model

Linguistic Complexity
Discourse Level: Amount and quality of speech or writing for a given situation

1. ENTERING
   - Single Words
   - Phrases, short sentences

2. DEVELOPING
   - Series of related sentences

3. EXPANDING
   - Moderate discourse

4. BRIDGING
   - Complex discourse

“Best” level depends on complexity of communication needed or expected

Ordering a meal vs. Negotiating contract
University Expertise Model

“Best” level depends on training needs

Exposure to new concepts vs. Degree requirement for new job
Competency Models

“Best” level depends on planned use of skills
Industry Capability Model

Scalable/Sustainable Organization

1. Process unpredictable, poorly controlled and reactive
2. Process characterized for projects and is often reactive
3. Process characterized for the organization and is proactive
4. Process measured and controlled quantitatively (control charts, statistical analysis, management by data)
5. Focus on continuous process improvement (the science of process improvement, root cause analysis, ROI, piloting)

“Best” level depends on size of organization and complexity of products developed
How Do We Use These Models?

• Identify where we want to be (and why)
• Understand characteristics of desired level
• Establish goals and tactics
• Develop strategy
• Recognize transitions between levels
HLAA Chapter Levels

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Chapter Maturity Model (1999)

HLAA Chapter Levels (2019)

1. Start-Up
2. Interesting Meetings
3. Successful Projects
4. Impactful Activities
5. Power House Influence
Start-Up Level

- Making plans and setting expectations
- Excitement and enthusiasm!
- Ask HLAA “How do I get started?”
- Chapter founders are HLAA members
- Most important item on the agenda is refreshments
Interesting Meetings

• Start to recognize influence outside organization at local level
• Group personality and characteristics surface
• Ask HLAA “Where can I find ___?”
• Chapter leaders and a few attendees are HLAA members
• Most important item on the agenda is speakers for chapter meetings
Successful Projects

• Outreach to community
• Leadership gaining confidence and autonomy
• Ask HLAA “How can we do ___?”
• Chapter leaders and frequent attendees are HLAA members
• Most important item on the agenda is potential projects and community partnerships
Impactful Activities

• Interact with community organizations and other HLAA chapters
• Celebrating lots of successes
• Ask HLAA “What can we do about ___?”
• Chapter leaders and many participants are HLAA members
• Most important item on the agenda is new ways to improve hearing access
Power-House Influence

- Work with HLAA on national initiatives and are seen as a viable entity in local community
- People want to come speak at your meetings
- Tell HLAA “Look what we did!”
- Chapter leaders and most participants are HLAA members
- Most important item on the agenda is chapter strategy and alignment with HLAA mission
Identifying Signs of Transition

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Attributes of Forward Progress

• New people leading and participating
• Experimenting with new ideas
• Reaching out to new organizations and new places
• Shared vision with variety of activities
• Enthusiasm and energy

Achieving or sustaining desired level
Quotes that are Good Signs

• “I’d like to work on that”
• “Let’s try this”
• “Here is a new idea”
• “We can be part of that HLAA initiative”
Warning Signs for Moving Backwards

• No leaders, leadership positions are vacant
• Dramatic drop in participation
• Apathy and burnout
• No energy, no ideas
• Leadership acts like a dictatorship

Missing or falling from desired level
Quotes that are Warning Signs

• “They won’t do what I tell them”
• “If I leave, the chapter will fold”
• “We tried that before and it didn’t work”
• “We don’t need the national office”
Identifying the Best Level for Your Chapter

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People Involved Influence Level

- Interests
- Knowledge
- Skills
- Motivation
- Resources
  - Time
  - Connections
All Levels are Good

1. Start-Up
2. Interesting Meetings
3. Successful Projects
4. Impactful Activities
5. Power House Influence

Likely to change over time
Identify Your Goal Level

• Be realistic (don’t expect to leapfrog levels)
• Be inclusive (what are people interested in?)
• Work with HLAA to improve knowledge and skills
Strategies to Achieve Your Best Level

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Practice Effective Leadership

• Lead and follow
• Listen and encourage
• Support and coach others
• Plan and anticipate change
• Take risks and learn from mistakes
• Celebrate, laugh, and enjoy

Ineffective leadership:
• Dictator in charge tells everyone what to do
• Lonely leader does all the work
Transition Participants to Leaders

“No, I like it in the back of the room”
Find something that they can contribute

“Okay, I can do that”
Start simple

“I’d like to do that”
Add responsibility

“I’d like to lead that”
Support and encourage their potential
Recognize Changing Needs

• Recycle old topics to bring in new attendees
• Survey for participant interest
  • Topics for speakers
  • Project activities
  • Social interaction
• Try new days, times, venues
Recognize a Participant Continuum

- Lead
- Encourage
- Draw in
- Welcome
- Inspire

the followers
the leaders
the spectators
the newcomers
the group
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If you have any questions, please email:

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Thank you for joining us today.

For more leader resources, please visit

https://www.hearingloss.org/chapters-state-orgs/chapter-leader-resources/