HLAA Chapter Development Workshop

ReCharge: Changes of Today’s Membership

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Welcome

HLAA
• National Office - Rockville, MD
• State Organizations
• Chapters/Support Group Leaders
• Members
Objectives

1. Understanding the traits of today’s Potential Members
2. Review the four phases of change
3. Understand the progression of change.
4. Identify what will allow chapters to move forward successfully
5. Apply concepts to ReCharge chapters after COVID
Understanding the traits of today’s Potential Members

Five Generations Working Side by Side in 2020

What are the traits, beliefs, and life experiences that influence how each generation work, communicate, and respond to change?

- **Traditionalists**—born 1925 to 1945.
- **Baby Boomers**—born 1946 to 1964.
- **Generation X**—born 1965 to 1980.
- **Millennials**—born 1981 to 2000.
- **Generation Z**—born 2001 to 2020

<table>
<thead>
<tr>
<th>Traditionalists</th>
<th>Born 1925 –1945</th>
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<tbody>
<tr>
<td>Personality:</td>
<td>Dependable,</td>
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<td></td>
<td>straightforward,</td>
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<td>tactful,</td>
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<td></td>
<td>loyal</td>
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<td>Shaped by:</td>
<td>The Great</td>
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<td>Depression era,</td>
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<td>World War II,</td>
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<td>radio and movies</td>
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<td>Motivated by:</td>
<td>Giving and</td>
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<td>receiving respect,</td>
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<td>Getting</td>
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<td>long-term value</td>
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<td>organization.</td>
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<td>Communication style:</td>
<td>Prefer Personal touch, handwritten notes instead of email</td>
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<td>Chapters should:</td>
<td>Provide satisfying work and opportunities to contribute; emphasize stability</td>
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[Logo: Hearing Loss Association of America]
• Personality: Being optimistic, competitive, can be a workaholic, but is team-oriented
• Shaped by: The Vietnam War, civil rights movement, Watergate
• Motivated by: loyalty, teamwork, duty
• Communication style: Whatever works and is the most efficient.
• Chapters should: Provide specific goals and deadlines for projects and task; put them in mentor roles; offer coaching-style feedback
Generation X
Born 1965 – 1980

- Personality: they most likely Flexible, informal, skeptical, independent. Will favor diversity; quick to move on if a group fails to meet their needs; resistant to change if it affects their personal lives.

- Shaped by: The AIDS epidemic, the fall of the Berlin Wall, the dot-com boom.

- Motivated by: Diversity, work-life balance, their personal-professional interests rather than the others interests.

- Communication style: Whatever work and is most efficient, including phone calls and face to face.

- Chapters should: Give them immediate feedback; provide flexible arrangements; extend opportunities for personal development.
Millennials
Born 1981–2000

Personality: Competitive, civic-minded, open-minded on diversity, achievement-oriented, Seeking challenge, growth, and development; a fun work life and work-life balance; likely to leave an organization if they don't like change

Shaped by: Columbine, 9/11, the internet

Motivated by: Responsibility, the quality of their, unique work experiences

Communication style: IMs, texts, and email

Chapter should: Get to Know them Personally,

Give specific projects that allows flexibility managed by results.

Provide immediate feedback
Generation Z
Born 2001–2020

• Personality: Global, entrepreneurial, progressive, less focused
• Shaped by: Life after 9/11, the Great Recession, access to technology from a young age
• Motivated by: Diversity, personalization, individuality, creativity
• Communication style: IMs, texts, social media
• Worldview: Self-identifying as digital device addicts; valuing independence and individuality; preferring to work with millennial managers, innovative coworkers, and new technologies
• Chapter should: Offer opportunities to work on multiple projects at the same time
• Allow them to be self-directed and independent
What has happened since COVID?

- Hitting rock bottom
- Leaders have stepped down suddenly
- Continued poor communication
- Chapters have stopped meeting, memberships start shrinking
Change Principles

• Change is an ongoing process rather than an event.
• There is a progressive sequence of change behaviors that needs to be experienced.
• People may not proceed smoothly through each phase.
• Seemingly negative behaviors are normal.
• Progression through the phases = Opportunity for growth
  • (Change Story-Opportunity)
Leading Through Change

Phase 1: Denial
Phase 2: Resistance
Phase 3: Exploration
Phase 4: Commitment
Factors that contribute to why you are needed in your community

Members Factors:
- Social Isolation
- Disconnection
- Powerless
- A place to feel needed
- Others like me

Chapter Factors:
- Networking
- Engages understanding
- Activate coping
- Emphasis importance of hearing health
- A place to feel needed
ReCharge your Chapter/Group/Members

1. Understand why current members have responded in the way they have.

2. What could be the root cause for the responses.

3. Think of 2 ideals how you can ReCharge your chapter/group.
Let’s ReCharge in 4 Steps!!

- **Exposure**: Provide information and training, allow for questions, and look for answers (Media/Social media)
- **Adoption**: Find and build leaders; or members for small projects that benefit the group
- **Implementation**: Develop a plan that tailor the program to fit your needs, and pilot other ideals (Personal Invitations/word of mouth)
- **Practice**: Monitor how the new ideal is going, and make improvements or changes as needed.
Things to remember about your meetings

- Continuously educate about HLAA and encourage understanding of how we work together as one organization supporting people with hearing loss on national, state, and chapter levels.
- Making a summary statement
- Asking for comments/questions
- Reminding members of next meeting
- Requesting volunteers, if necessary
- Giving a final greeting
- Making final notes
ReCharge ... are you ready?

WHAT CAN MY CHAPTER MEETINGS LOOK LIKE?

- Every other month
- Take summer off
- Consistent dates
- Plan in ADVANCE
- Explore virtual meetings more
- Create successful virtual meetings
- Have a clear goal and purpose for the meeting
- Invite and keep track of attendees
- Create dialogue and engage your attendees during the meeting.
Thank you

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HLAA Chapter Leader Resources
https://www.hearingloss.org/chapters-state-orgs/chapter-leader-resources/

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