

# How to Boost Your Impact as a Key Club Advisor

Florida District Key Club Education and  
Leadership Conference



**Kiwanis**<sup>®</sup>

# Advisors Matter





# High Performing Key Clubs

- High performing Key Clubs are more likely to:
  - Engage new members immediately.
  - Have at least one large scale service project that they are known for.
  - Have a functioning committee system.
  - Good relationship with school principal.
  - **Have an active and involved faculty advisor.**



# Three Beliefs for Boosting Your IMPACT:

1. Key Club is an ***Educational*** Experience.
2. Key Club is a ***Student-Led*** Experience.
3. In Key Club, Advisors Do Not Manage or Lead. They ***Coach***.

Key Club is an  
Educational  
Experience





# Learning Outcomes

- **State** what we're trying to do.
- **Resource, incentivize,**  
and **promote** what we're trying  
to do.
- **Measure** what we're trying to  
do.



# Why Learning Outcomes?

- Member learning is **primary**.
  - If we aren't achieving learning, then why are we doing this?
- Shared language and terminology.
- Competitive advantage.
  - If we can't differentiate our programs, why would they choose us?





What are we  
trying to  
achieve?





# Source Material

- Mission
- Values
- History
- Educational focus
- Strategic plans
- Societal needs
- Organizational trends



# Applied Aspiration

- Something that **resonates**.
- Something to **believe** in.
- Something that **moves** the mind and the heart.



The primary educational objective of Kiwanis Service Leadership Programs is to **prepare individuals to be the most engaged members of their current and future communities.**

We do this by giving them the experience of **service leadership.**

# Service Leadership





# Service...

- Members that can identify their passions
- Members that just don't do service, they love doing service
- Members that understand why service matters
- Members that can comprehend community needs and address them

# Heart to Serve





# Heart to Serve

When someone discovers their heart to serve, they decide that serving others is not only something they do - *but is their way of life.*







# Leadership...

- Members that believe they are a leader
- Members that lead through service to others (servant leadership)
- Members that can create and work a vision and a plan of action
- Members that will get in the game instead of standing on the sidelines.

# Call to Lead





# Call to Lead

- Someone with a call to lead decides to step forward while others stand still.





# Social development...

- Members that understand they will be more effective by involving others.
- Members that seek to build authentic human relationships.
- Members who are team-oriented and other-centered.
- Members that communicate effectively.

# Courage to Engage





# Courage to Engage

- Someone who accepts the courage to engage decides to live a life that is deeply connected with others.



# Service Leadership



What does this mean  
for you?







# New Way to Express Your Job

- Oh – so you are a volunteer for Kiwanis? What do you do?





- I am helping youth/adults discover their heart to serve, answer their call to lead, and accept the courage to engage in the world around them. Through Key Club, I am giving them the experience of service leadership.



# New Way to Promote SLP

- Principal: Why should we have a Builders Club here?
- You: Well, we have 3 primary objectives that I think would benefit your students and school...





# New Way to Focus Materials

- Advisor / Member handbooks
- Magazines / Newsletters
- Websites
- Awards





# New Way to Focus Education

- Key Leader curriculum
- Convention education
- Other training events and activities





# New Way to Advise

- How do you see them discovering their heart to serve?
- Who is unexpectedly answering the call to lead?
- How can you praise and recognize someone who shows courage to engage?



As they grow in  
competence,  
what behaviors  
would you see?





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Key Club is a  
Student-Led  
Experience.





*What I don't understand about  
adults is...*



*This is what I would like to say  
to advisors, but am not  
comfortable doing so...*



*My favorite advisors/mentors  
have these qualities...*



*Young people and adults have  
these things in common...*



# Case Study 1

You are the advisor for a Key Club and are attending the weekly meeting. The club is brainstorming service project ideas for the coming year. One of the members makes a suggestion for a project that isn't very well-received by the others. The President says almost immediately, "that idea won't work," and there are whispers and some chuckles from the others. You notice the member who made the suggestion slump into her chair and look very frustrated. The club continues to brainstorm, but the ridiculed member remains silent with her eyes on the floor.



# Case Study 2

You are the advisor for a Key Club. The club is very strong and has just inducted 25 new freshmen members. After the induction ceremony, one of the current club members stands up and says "when my dad was in Key Club, he said that the new members had to address to the older members are 'sir' or 'your highness' until their sophomore year. I think that would be a fun practice to start up again." There is laughter and nodding throughout the room. The club president says, "sure, why not. Freshmen – do you understand that?" The freshmen all say "yes" and the president replies, "don't you mean, yes *your highness*?"



# Leadership in Key Club

- Positional Leaders
- Non-positional Leaders
- Potential Leaders





# Two Schools of Leadership





# Old School Leadership

- All about the leader
- One, or a select few, are designated as leader
- Lead by command and control
- Motivate through fear and consequences



# New School Leadership

- All about the mission
- Anyone can lead: leaders and followers trade
- Leaders inspire through example
- Motivate through support and recognition



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*They Coach.*





# Jim Valvano

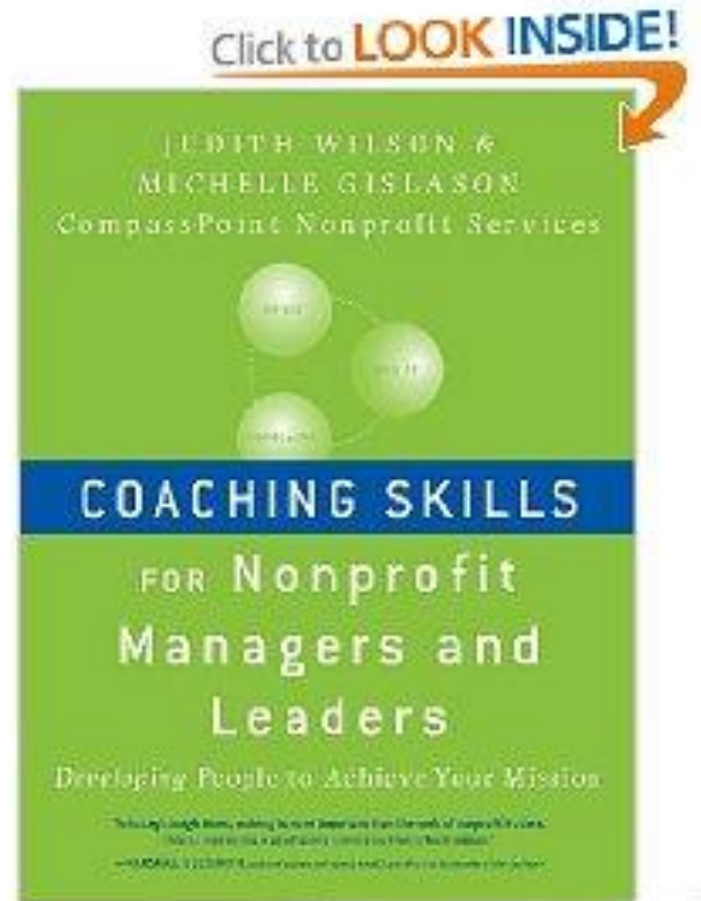




# Why Coaching?

- Elevates the role of an advisor to that of an educator.
- Coaching is more harmonious with student ownership and empowerment.
- Young people like being supported, but not being told what to do.
- It meets students where they are.

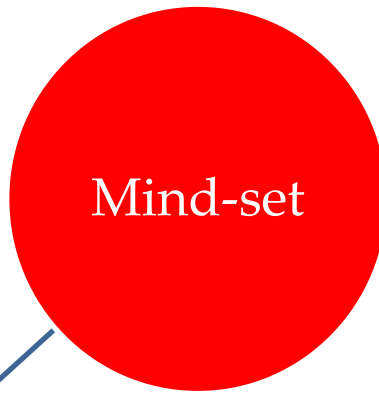
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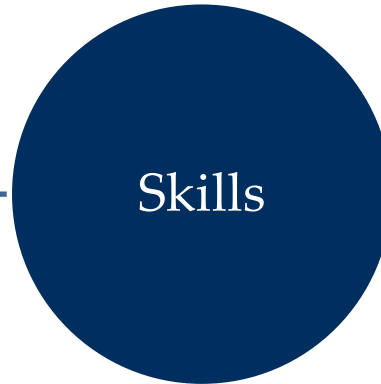
Coaching Skills for Nonprofit Managers and Leaders: Developing People to Achieve Your Mission.

Authors: Judith Wilson and Michelle Gislason  
(2009)

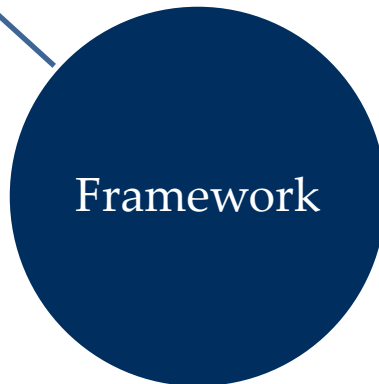




- Believing in Others
- Managing Needs
- Earning Trust, Showing Respect
- Staying Connected



- Listening
- Inquiring
- Giving Feedback
- Sharing



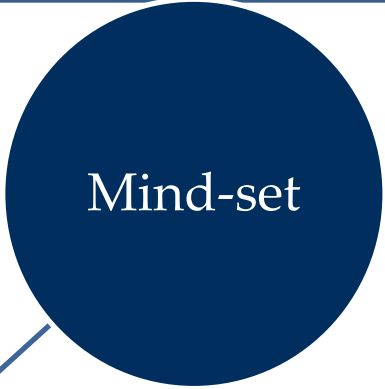
- Clarify the Focus
- Identify the Goal
- Develop Solutions
- Create Accountability



- *Coaches do not fix people or organizations.*



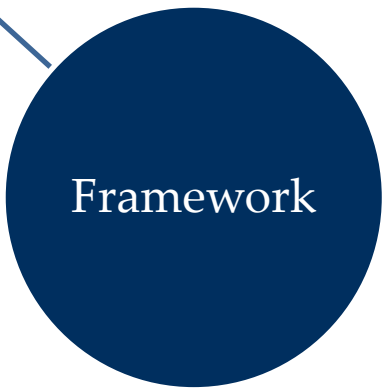
- *Even if you do not like someone, **believe in them.***



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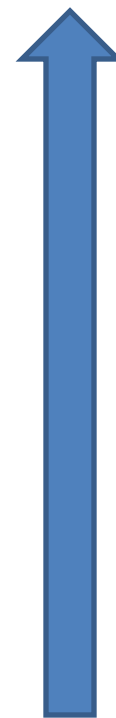


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# Four Modes of Listening

- Engaged
- Fix-it
- Self-referential
- Superficial



Focus on other person



# Inquiry: Three Types of Questions

- **Open-ended questions**
  - Coaching conversations, rapport-building, visioning, open debate on an issue
- **Closed-ended questions**
  - Investigating, clarifying, evaluating
- **Why questions**
  - Planning, goal-setting, brainstorming



# Case Study

You are the advisor of a very active Key Club. You are attending their weekly meeting, during which they are planning an upcoming dance to raise money for the Eliminate Project. You are helping the club brainstorm ideas for the event, and one of the club members suggests a “jungle” theme. The other members seem to love this idea and immediately begin sharing ideas for decorations and costumes. One of the members says “let’s all dress like jungle warriors and paint our faces black!” The students think this is a great idea and keep talking excitedly about what they are going to wear.



# Appreciative Feedback

- Observation: what positive action, behavior, or demonstrated quality did you observe?
- Acknowledgement: reflect back on your observation.
- Appreciation: add meaning to the person's behavior from your point of view.





# Developmental Feedback

- Comment on the behavior and not the person.
- Be straightforward, precise, and accurate.
- Prepare ahead of time.



# Case Study

Jenna is a very ambitious individual who has always sought out leadership positions and opportunities. She's very energetic, outgoing, and intelligent. Recently, Jenna was elected as the Club President. You are the advisor.

At the next meeting, you pay particular attention to Jenna's leadership style. At one minute prior to the meeting start time, she bursts into the room and takes her spot up front. She rings the bell and starts the meeting. The meeting lasts 10 minutes, and it's all Jenna. She runs through her list of items, and then opens it up for questions. One of the members raises his hand and requests that the club consider volunteering at the community festival. Jenna says sharply that the club already has its projects figured out for the next two months. When the meeting is over, Jenna leaves fairly quickly while the other members linger and talk.



Mind-set

- Believing in Others
- Managing Needs
- Earning Trust, Showing Respect
- Staying Connected

Skills

- Listening
- Inquiring
- Giving Feedback
- Sharing

Framework

- Clarify the Focus
- Identify the Goal
- Develop Solutions
- Create Accountability



# Coaching Framework

- Clarify the Focus
- Identify the Goal
- Develop Solutions
- Create Accountability



# The Process of Clarifying

**What is the person talking about?**

**What is the real concern?**

**What needs most  
attention in this  
conversation?**

**What's the  
true focus?**



# Accountability

1. What are you going to do?
2. When will you do this?
3. How will we know it's done (what's the evidence)?

# Questions and Comments



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