



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

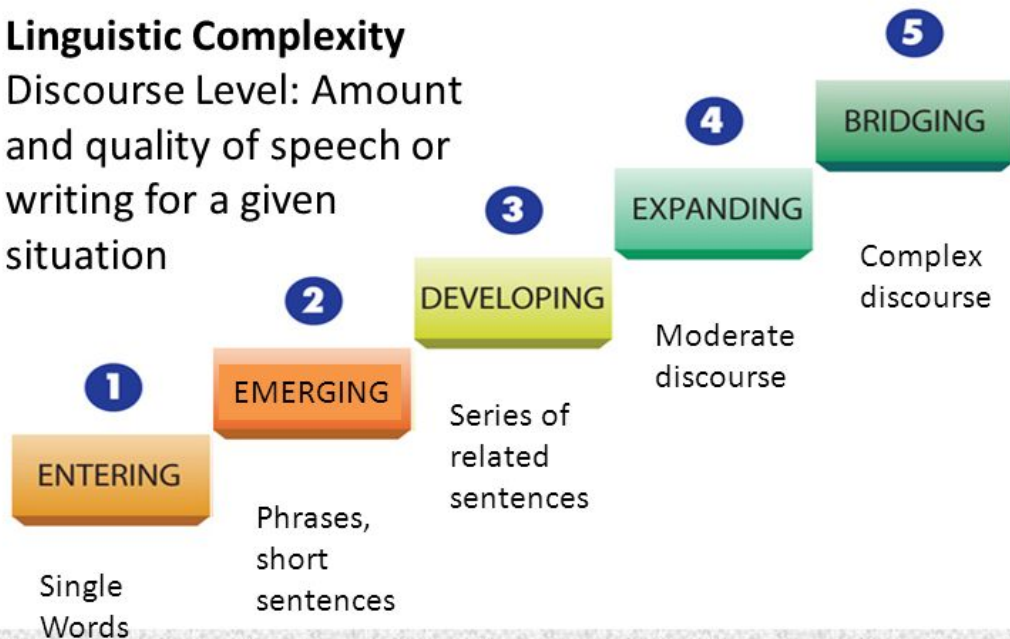
Capability Level Models

1. **Capability Level Models**
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Language Proficiency Model

Linguistic Complexity

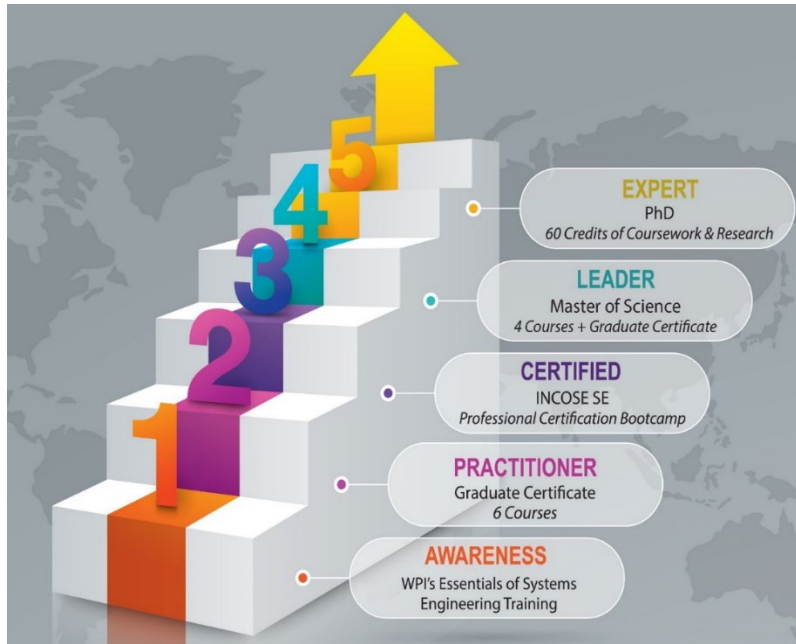
Discourse Level: Amount and quality of speech or writing for a given situation



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

*Ordering a meal vs.
Negotiating contract*

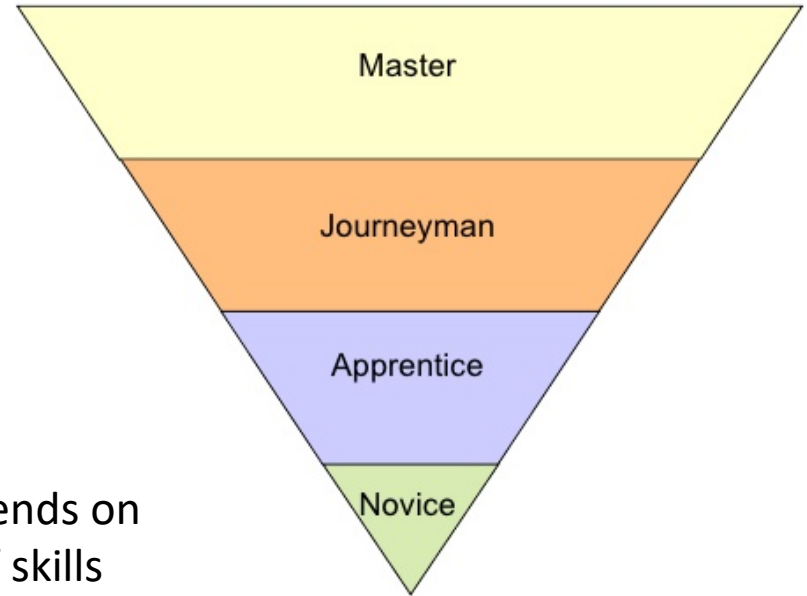
University Expertise Model



“Best” level depends on training needs

*Exposure to new concepts vs.
Degree requirement for new job*

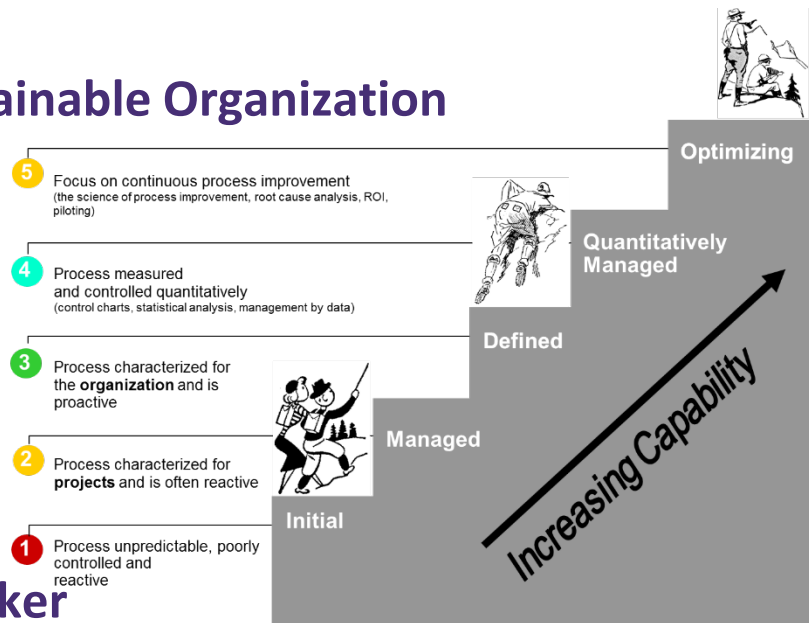
Competency Models



“Best” level depends on
planned use of skills

Industry Capability Model

Scalable/Sustainable Organization



“Best” level depends on size of organization and complexity of products developed

Founder/Worker

How Do We Use These Models?

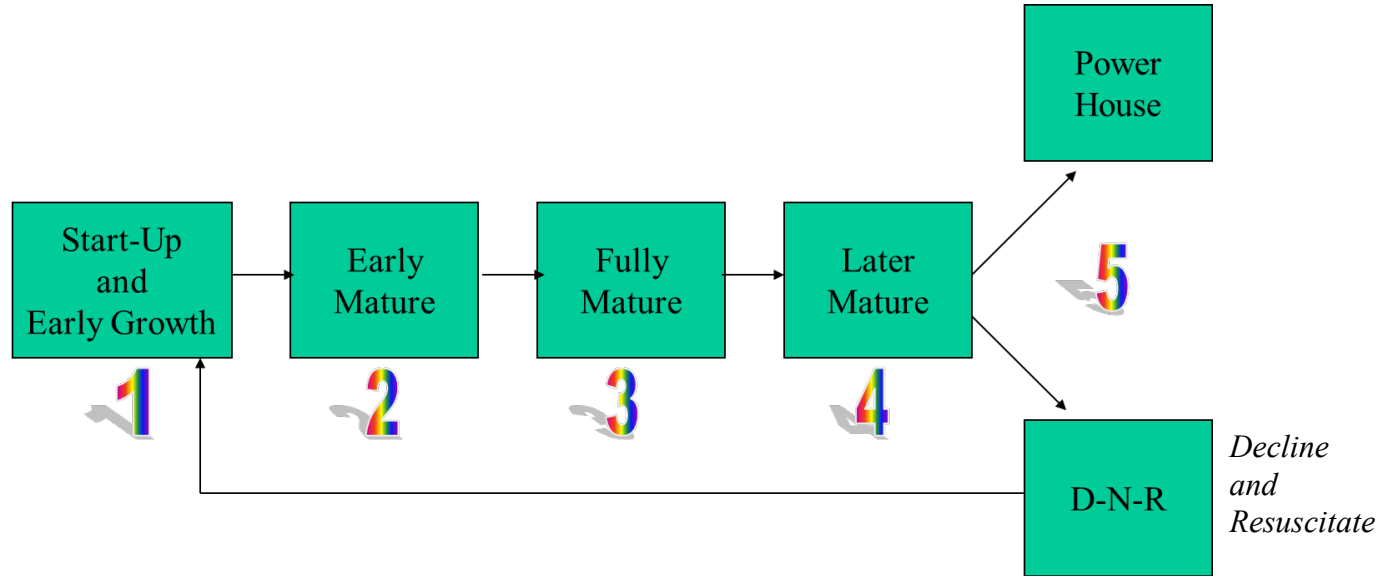
- Identify where we want to be (and why)
- Understand characteristics of desired level
- Establish goals and tactics
- Develop strategy
- Recognize transitions between levels



HLAA Chapter Levels

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Chapter Maturity Model (1999)



Joan Kleinrock, "The Maturization of Organizations: Five Stages of Development." Chapter Leadership Training 1999.

HLAA Chapter Levels (2019)



Beth Wilson HLAA Convention 2019

Start-Up Level

1

Start-Up

- 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



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



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



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



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

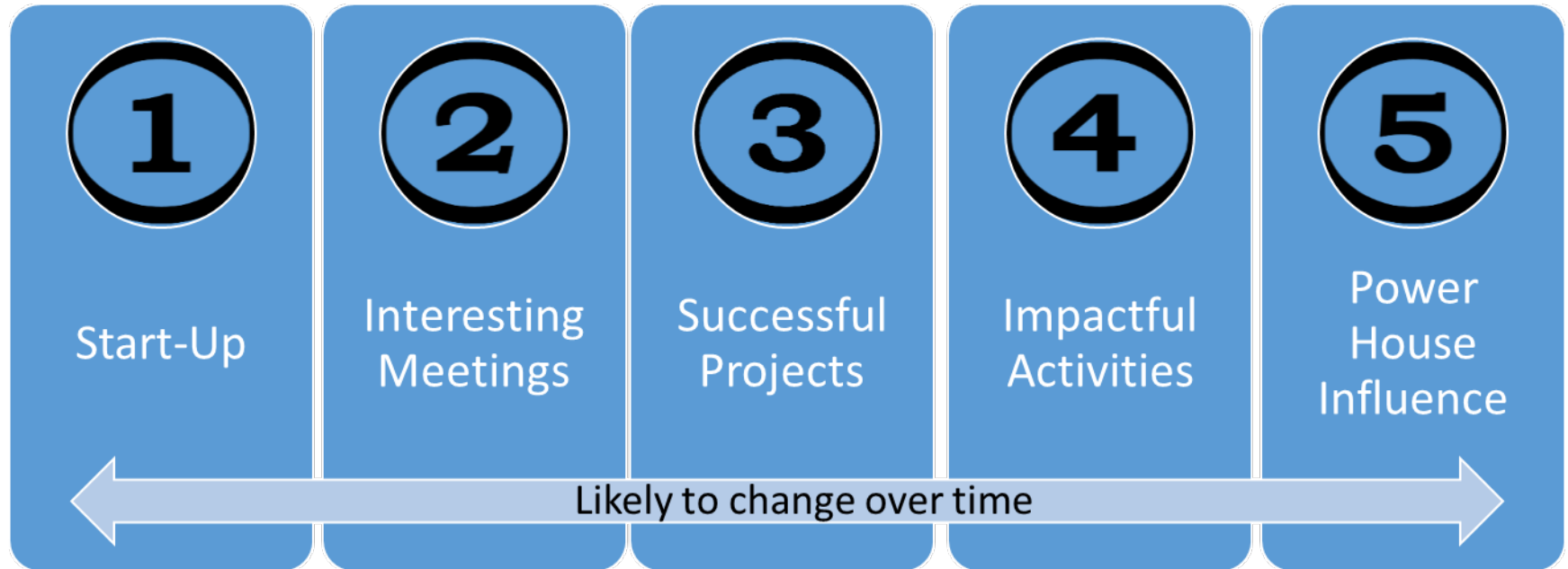
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People Involved Influence Level

- Interests
- Knowledge
- Skills
- Motivation
- Resources
 - Time
 - Connections



All Levels are Good



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 *the followers*
- Encourage *the leaders*
- Draw in *the spectators*
- Welcome *the newcomers*
- Inspire *the group*



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(What Level Can It Be?)

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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/>