

Leadership Positioning: Educating Up

How the leader of the volunteer program is treated by the organization is directly connected to how volunteers are viewed.

1. Assess how "supported" you are now.
2. Distinguish between "support" and "benign neglect."
3. Know what you want and then find ways to ask for it.

Assume ignorance, not malice.

4. Determine what is in your control to do something about. Then do it.

It is easier to apologize than to ask permission.

5. Identify supporters, detractors and those without an opinion. Diagnose why they have these perspectives. Get supporters to help you.
6. Enlist volunteers in ownership of and advocacy for their program.
7. Become the in-house educator about volunteers. Find "teachable moments."
8. Use reports, e-mail, bulletin boards and other communication mechanisms effectively. Apply the "so what?" factor.
9. Volunteer yourself in unexpected ways.
10. Be proactive...and have high self-fulfilling prophecies.