



PROFESSIONAL CLUB MARKETING ASSOCIATION

Officer Outlook

What makes an effective leader?

Various individuals influence us throughout our lives. Our parents, friends, teachers, co-workers and bosses are a few. So why do some stand out as true leaders? What characteristics do they possess that cause the people around them to excel, learn and to be empowered? If we look at leadership, common themes emerge.

I have had the pleasure of working with some great leaders. You know who they are, they're the people who are always ready to hear new ideas, they're supportive of challenges and they are the sounding board you seek for honest feedback. They are the people you trust. One of my leader mentors would hold regular staff meetings where everyone had input on upcoming projects, all ideas were reviewed in equal measure and the group worked as a team to select the best plan. The creativity was amazing; knowing that each idea would be fairly reviewed created a safe environment and fostered great ingenuity. The process created a cohesive team where each participant clearly understood their responsibility to the result, and supported each other to see that the goal was attained. Under his leadership, responsibilities and expectations were clearly defined and understood by everyone. We would succeed or fail as a team and the enthusiasm became contagious! Once the project was completed, a review was conducted with the same open discussion.

When conducting meetings, whether in a group or individually, interruptions and distractions were kept to a minimum. We all use various communication tools to conduct business. Cell phones, emails, text messages all provide rapid response to our members and staff alike; they can also be a distraction. We created a "no tech time" where we suspended the use of our devices for the duration of the meeting. This practice allowed time for mindful listening ensuring that all contributions were given the same respect and attention. We all want to be heard; to have our thoughts and contributions valued. This practice showed respect for the individual, allowed for greater meeting efficiency that led to increased productivity. It is important to note that team morale was high as all team members knew that they would receive the attention and respect. By creating a culture that supported and provided guidance in a positive way, an empowered team was established. Attrition was less as job satisfaction increased. This produced a team that was effective at providing better service to our members and their guests. Membership attrition also decreased as a direct result of increased member satisfaction.

The effectiveness of a leader depends on their ability to create an environment where satisfaction is high, goals are achieved and the team is empowered to take ownership of responsibilities. Leaders who stand out in their roles also recognize other leaders within the team and support the growth of those individuals. When looking to enhance your own leadership skills focusing on these attributes will go a long way towards building your team, achieving your goals and creating a growth oriented environment for all.



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