

Let's Get Disruptive



AAUW CA Leadership Development Team

Sandi Gabe – Mariposa Branch Co-President
Dawn Johnson – Mariposa Branch Co-President
Susan Negrete – AAUW CA Director



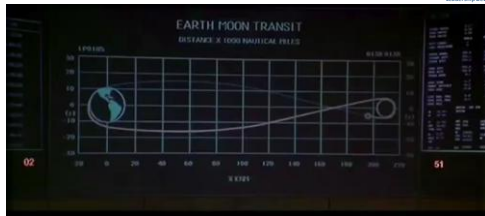
Let's Set the Scene



Leadership Development Team – AAUW CA Convention April 2016



2



Leadership Development Team – AAUW CA Convention April 2016



3

The Challenge



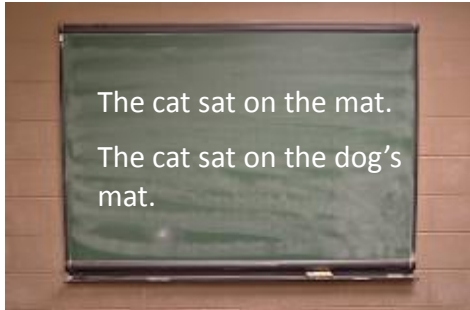
THINK
DIFFERENT(LY)

Leadership Development Team – AAUW CA Convention April 2016



4

Consider These Sentences



Leadership Development Team – AAUW CA Convention April 2016



5

The Challenge



THINK
DISRUPTIVE(LY)

Leadership Development Team – AAUW CA Convention April 2016



6

What Disruptive Thinking Is



Ideas that

- Are game-changing
- Are transformative
- Alter the paradigm

Leadership Development Team – AAUW CA Convention April 2016



7

What Disruptive Thinking Isn't



- Blowing up your branch
- Solving a problem that doesn't exist
- Change for the sake of change
- Making changes that have no value for your members
- An all-at-once event
- A magic bullet

Leadership Development Team – AAUW CA Convention April 2016



8

Can Your Branch Get Disruptive?



- Where can you change the game?
- Seek balance
- Accept baby steps, but don't throw the baby out with the bathwater!

Leadership Development Team – AAUW CA Convention April 2016



9

Let's Begin.....



idea

Leadership Development Team – AAUW CA Convention April 2016



10

Welcome

Susan Negrete

AAUW-CA, Director

Leadership Development Committee Co-Chair



Leadership Development Team – AAUW CA Convention April 2016



11



Disrupting:

- What Your Branch Does
- How Your Branch is Run
- How Your Branch Engages Members

Leadership Development Team – AAUW CA Convention April 2016



12



Disrupting What Your Branch Does

(Mission, Projects, Programs, Brand)

Sandi Gabe

Leadership Development Committee Co-Chair
Mariposa Branch Co-President

Leadership Development Team – AAUW CA Convention April 2016



13



Pain Points



- We don't have enough
 - People
 - Money
- We have too many projects
- People are only interested in the special interest groups
- Some members are stuck in their ways and won't try new things
- Nobody knows what we do

Leadership Development Team – AAUW CA Convention April 2016



14



What We Tell Ourselves



- We have to do all the projects
- We've always done it this way
- We tried that and it didn't work

Leadership Development Team – AAUW CA Convention April 2016



15

What If You.....



- Disbanded special interest groups
- Canceled projects next year and only had special interest group meetings
- Canceled any project where no one volunteers
- Just did one thing next year

What If You.....



- Don't charge a branch fee
- Canceled all fundraisers
- Don't advertise closed interest groups
- Defined your mission in one sentence
- Evaluated your work based on how it fit the mission

Disrupting How Your Branch is Run

(Governance)

Susan Negrete
AAUW-CA, Director

Leadership Development Committee Co-Chair



Pain Points



- Leaders are burned out
- Nominating committees can't find candidates
- New members don't know how we work
- Too many meetings
- Only our core group knows how to get things done right

Leadership Development Team – AAUW CA Convention April 2016



19

What We Tell Ourselves



- We have to follow the rules
- It has to match how we've done it in the past
- New members have to step up and learn about us
- Membership won't support it
- Our community doesn't need that kind of project

Leadership Development Team – AAUW CA Convention April 2016



20

What If You.....



- Love the word "NO"
- Adjust the rules
- Share leadership duties
- Email leadership meeting minutes to all members
- Hold Branch Town Halls instead of General Meetings

Leadership Development Team – AAUW CA Convention April 2016



21

What If You.....



- Ditch Kitchen Cabinets
- Retire the Nominations Committee for one year
- Create quality circles in place of committees
- Strive for “success” not “perfection”

Leadership Development Team – AAUW CA Convention April 2016



22

Disrupting How Your Branch Engages Members

(Recruitment, Engagement, Empowerment)

Dawn Johnson
Leadership Development Committee
Mariposa Branch Co-President



Leadership Development Team – AAUW CA Convention April 2016



23

Pain Points



- We’re not growing
- 20% of us do 80% of the work (“The Vital Few”)
- People only join for the Bridge group
- Our membership is aging; we’ll die on the vine
- Our members are not plugged in
- No one will lead

Leadership Development Team – AAUW CA Convention April 2016



24

What We Tell Ourselves



- We have to get new members
- We have to get new YOUNG members
- We can't ask too much of our members

Leadership Development Team – AAUW CA Convention April 2016



25

What We Tell Ourselves



- Our members like things the way they are
- We'll lose members if we....
- No one wants to do anything anyway
- We have to be a social organization

Leadership Development Team – AAUW CA Convention April 2016



26

What If You....



- Stopped counting members
- Stopped looking for love in all the wrong places
- Changed "the ask"
- Stopped telling people they didn't have to do anything
- Didn't cater to the lifers

Leadership Development Team – AAUW CA Convention April 2016



27

What If You.....



- Made a two-way value promise
- Stopped pushing the Movie Group and Spring Tea
- Went organic
- Got tough about renewals

Leadership Development Team – AAUW CA Convention April 2016



28

Let's Get Disruptive Open Space!



Leadership Development Team – AAUW CA Convention April 2016



29

Welcome Back



With hocked gems financing him, our hero bravely defied all scornful laughter that tried to prevent his scheme. "Your eyes deceive," he had said. "An egg, not a table correctly typifies this unexplored planet." Now three sturdy sisters sought proof. Forging along, sometimes through calm vastness, yet more often very turbulent peaks and valleys, days became weeks as many doubters spread fearful rumors about the edge. At last from nowhere welcome winged creatures appeared, signifying momentous success.

Leadership Development Team – AAUW CA Convention April 2016



30
