

# Certified Guiding Lion Program

*Introduction & Overview*

*Empowerment is the key to success!*

**PDG Kerry McKnight  
Instructor  
Oct. 17 & 18, 2020**



***"Leadership is more than service, it is enabling others to be more productive."***

While all Lions are welcome to take the course, it is recommended as a foundation to anyone who will work with new or existing clubs or serve (or plan to serve) in a leadership position. Upon completion of the course, you will become a Certified Guiding Lion! While the course may be valuable to any Lion, having the experience of a club president will enhance your success in guiding a new or existing club.

### **Certified Guiding Lion Course Objectives**

The Guiding Lion Program is designed to assist clubs that are newly chartered, established or are rebuilding. Guiding Lions are assigned for a two-year term by the district governor in consultation with the sponsoring or established club president. Guiding Lions are limited to serving no more than two new clubs at any point in time.

Even if you are an experienced Guiding Lion, you will benefit from this course because it provides the most comprehensive overview available of the roles and responsibilities of a Guiding Lion.

The Certified Guiding Lion Course will help you:

1. Understand your role as a Guiding Lion
2. Help you develop a plan to guide the club to become self-sufficient and strong
3. Provide tools to help the club officers manage their club
4. Establish a system to track development over the course of your term

# 2023

#### **Tips**

To help you become an effective advisor, it is suggested that the course be completed before you begin your term as a Guiding Lion or soon after your appointment.

Successfully completing this course will certify you for three years. At the end of the three years you will be required to recertify. Please also note that you do not need to be certified to be assigned to a club as a Guiding Lion.

# Certified Guiding Lion Course Objectives

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Understand your role as a Guiding Lion.

Develop a plan to guide the club to become self-sufficient and strong.

Provide tools to help the club officers manage their club.

Establish a system to track development over the course of your term.

# Six Elements of Club Success

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## 6 Elements of Club Success

1. The club members have conducted service projects that are meaningful to them.
2. The club has achieved a net growth in membership and involves new members in activities quickly.
3. The club communicates effectively with the members and the public.
4. Club events are held regularly and are meaningful and positive.
5. Club officers participate in zone and district leadership training.
6. The club is in good standing and reports regularly.



# Section I

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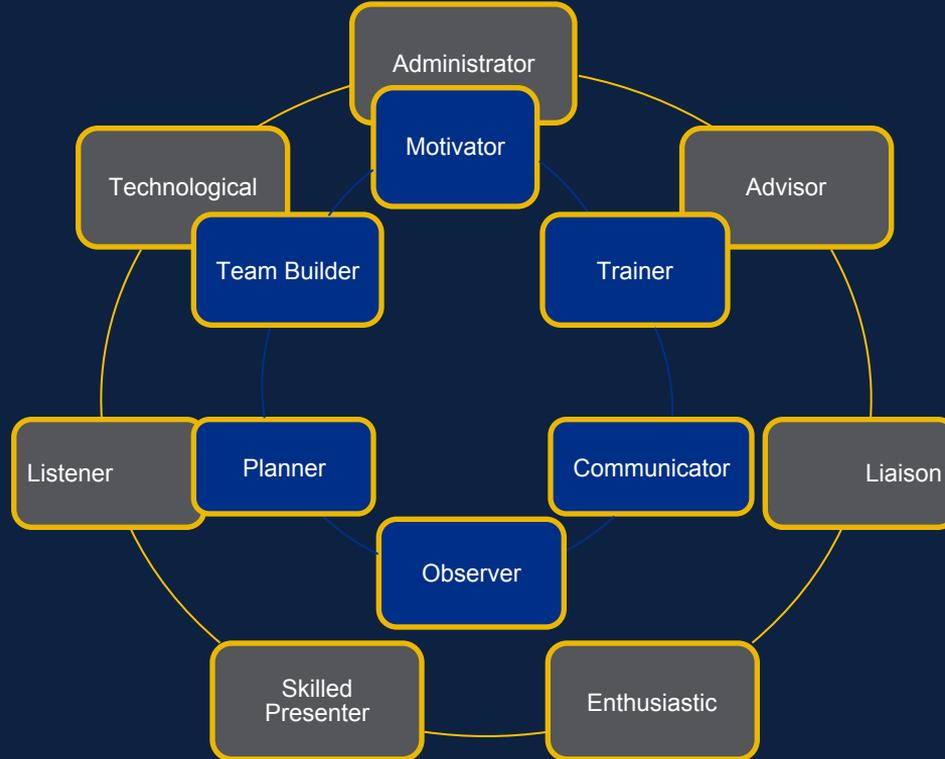
## Skills of a Successful Guiding Lion

*Empowerment is the key to success!*



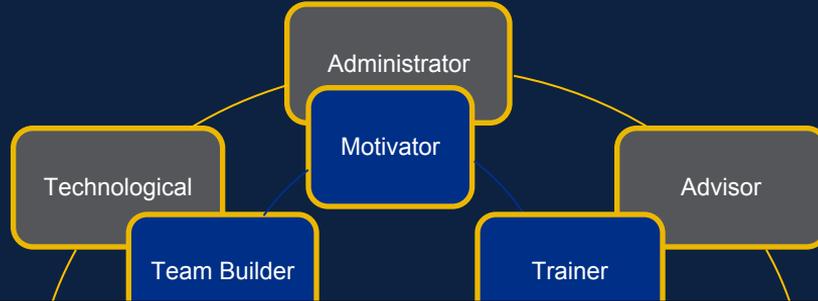
# Section I: Skills of a Successful Guiding Lion

**Building your skills will help you personally and professionally**

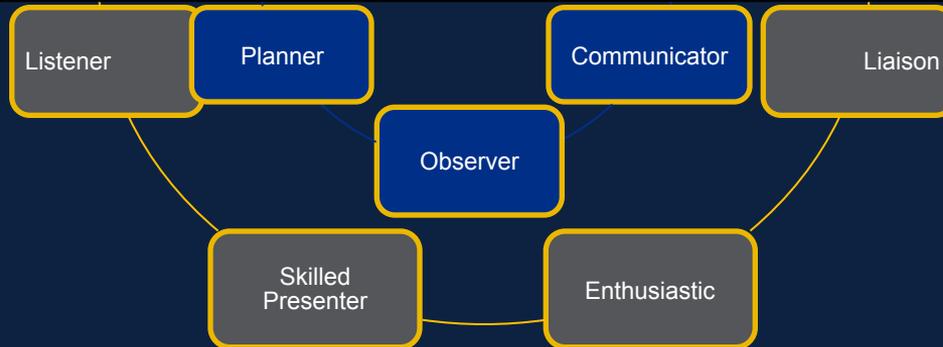


# Section I: Skills of a Successful Guiding Lion

Building your skills will help you personally and professionally



WHAT IS THE MOST IMPORTANT SKILL FOR A CGL?



# Section I: Skills of a Successful Guiding Lion

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*The most important skill of a Guiding Lion...*

# Commitment!

**The Measure of Success.** The ultimate goal for the guiding Lion is to make the club independent and self-reliant. The Guiding Lion is only successful when they are no longer needed by the club.

## Exercise 1

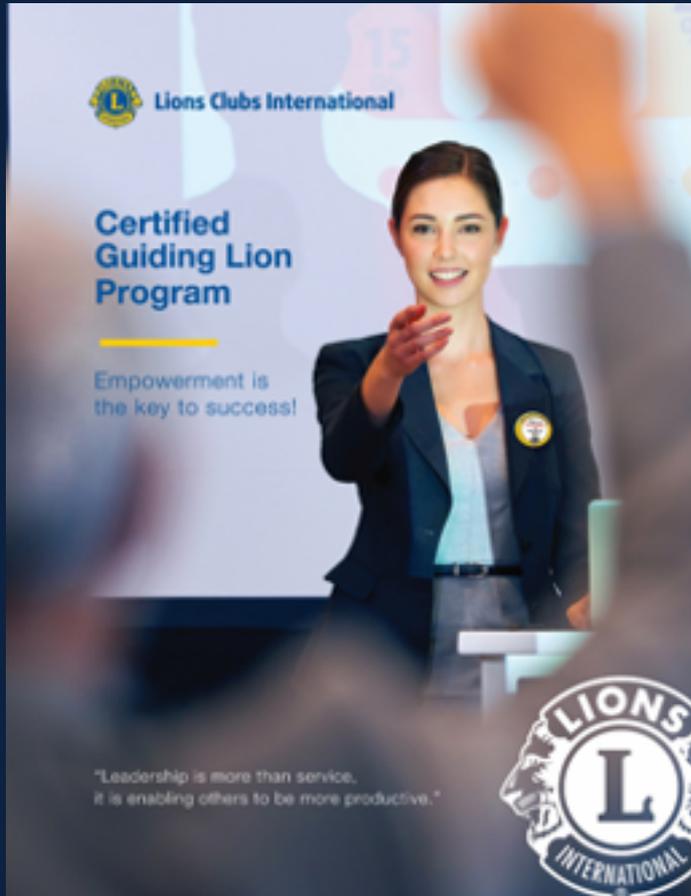
*Summarize the skills that you believe are important to the success of a Guiding Lion.*

# Self Assessment of Guiding Lion Skills

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Which characteristics do you feel you already possess and which ones do you feel you would like to develop further?

How can you improve these skills?



## Section II

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# Getting Off to a Good Start

*Become an Information Expert!*



# Section II: Getting Off to a Good Start

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*Look in the Course Catalog to find Club Officer Training*

**Club President Responsibilities**

START COURSE    DETAILS ▾

**Club Officer Training**

START    DETAILS ▾

**Club Secretary Responsibilities**

START COURSE    DETAILS ▾

**Club Treasurer Responsibilities**

START COURSE    DETAILS ▾

## Exercise 2 – Page 9

*After reviewing the courses, determine at least three items or concepts that you believe would be the most valuable to the new club officers.*

# Identify Key Concepts of Club Officer Training

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What is the most important information to share with the club president?

What is the most important information to share with the club secretary?

## Exercise 3 – Page 10

*List the training resources available at the district and multiple district level.*

# District and Multiple District Training Resources

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Club Officer Title	District/Zone Training	Multiple District Training
President		
Secretary		
Treasurer		
Membership Chairperson		
Service Chairperson		
Marketing Communications Chairperson		
New Member Orientation		

# MyLCI

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*MyLCI is the place for club officers to manage their clubs efficiently*

**Manage club roster changes; additions, drops, transfers**

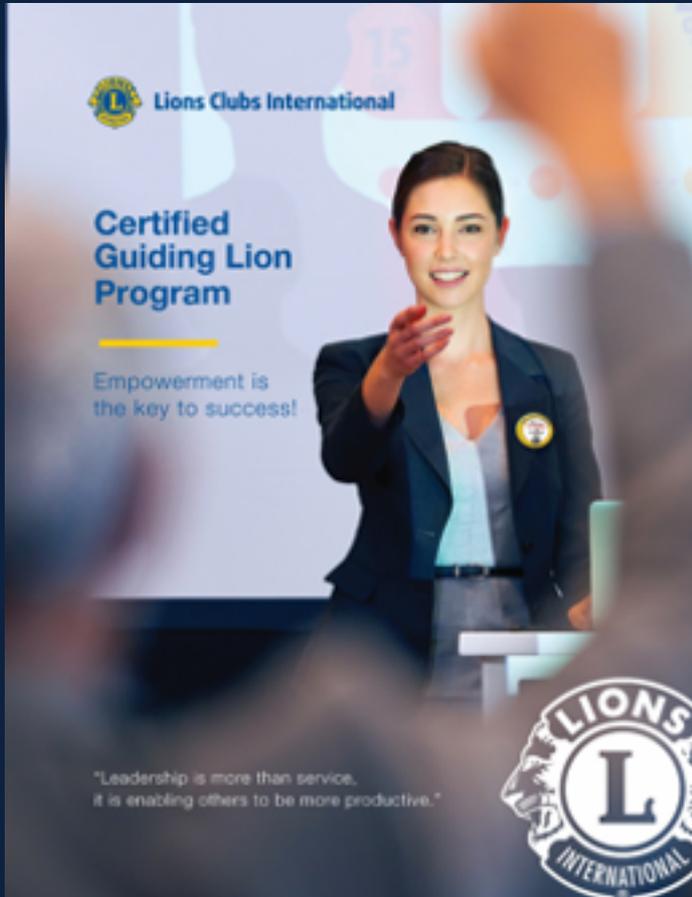
**Easily update member contact information**

**Create mailing lists for communicating and invoicing dues**

**Print club rosters**

**View and pay club statements**

**Report service activities thru MyLION**



## Section III

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# Develop a Club Officer Mentor Team

# Section III: Develop a Club Officer Mentor Team

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## Zone Chairperson

Includes the club officers in the training and events hosted by the zone.

## Two Certified Guiding Lions

Providing two key leaders allows them to share the work load. One Guiding Lion should attend each meeting and be available for questions.

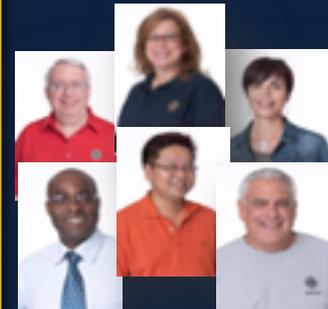


## District Governor Team

Provides district-hosted training at the earliest opportunity available.

## Club Officer Mentors

Matching the officers with knowledgeable and experienced club officers from another club will provide very practical support. Be aware of the latest tools and information.



## Exercise 6

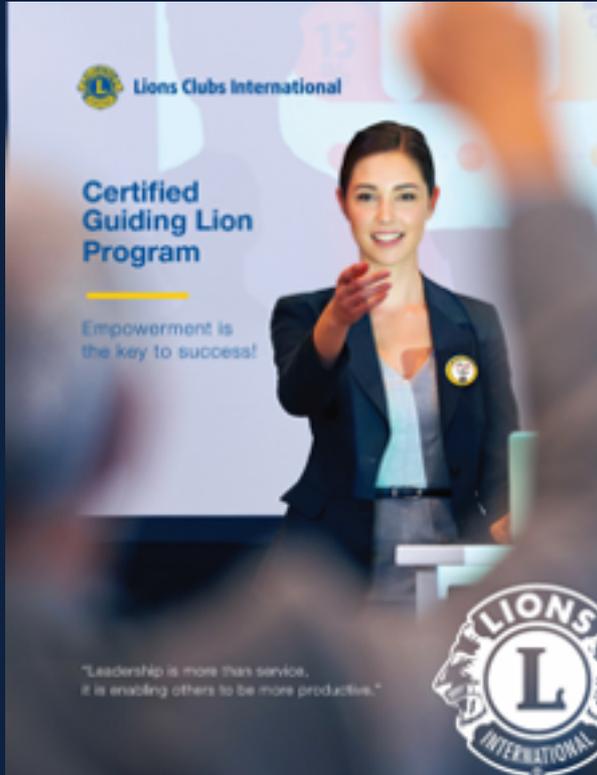
*Identify the individuals who are qualified to serve in the following roles*

## Develop a Club Officer Mentor Team

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Club Officer Mentors  
**(Page 15)**

**President & Secretary**



## Section IV

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# Develop Club Officer Training



# Section IV: Design Club Officer Training Sessions



Training Session One: Getting Started!

Training Session Two: Club Operation

Training Session Three: Hosting Productive and Meaningful Club Events

Training Session Four: The Importance of Recruitment and Retention

Training Session Five: Planning for the Future and Achieving Excellence

*Each training session should last approximately 60 minutes.*

# Training Session One

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## Getting Started!

Introduction to Lions Clubs International and LCIF

Club Responsibilities

Charter Night Ceremony

Initial meeting with Club Officer Mentor Team



# Introduction to Lions Clubs International

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*Resource: New Member Orientation Guide*

Who Lions Are

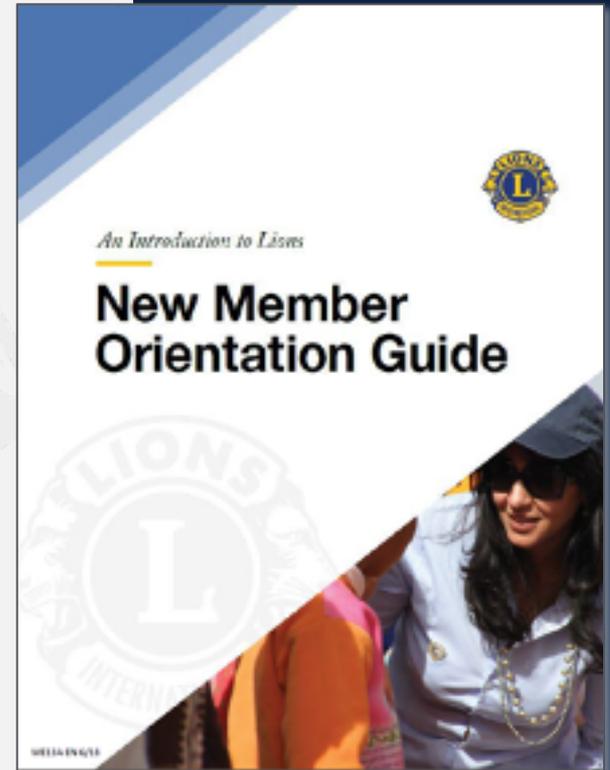
History of Your Club

Organizational Structure

– District and Multiple District

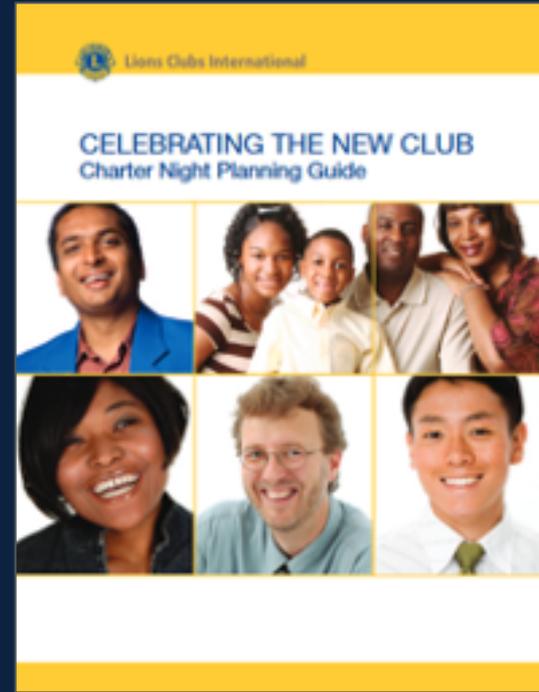
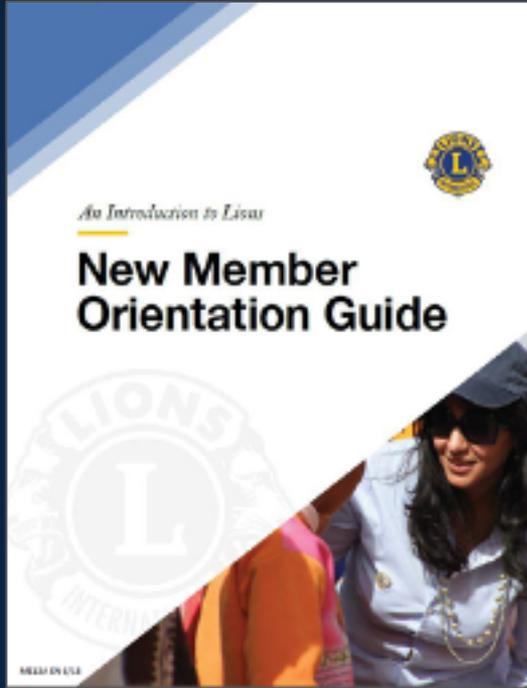
History of Lions Clubs International

LCI Structure and Organization



# New Members and Charter Night

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# Introduction to Lions Clubs International Foundation

The mission of LCIF: to support the efforts of Lions clubs and partners in serving communities locally and globally, giving hope and impacting lives through humanitarian service projects and grants.

Campaign 100: LCIF Empowering Service is our three-year capital campaign to raise US\$300 million to increase our commitment to communities and the service capacity of Lions. Campaign 100 will support LCIF's expanded focus areas and empower Lions as they take on pressing global causes.



**Lions Clubs International**  
**FOUNDATION**

CAMPAIGN | 100



LCIF • EMPOWERING SERVICE

# Understanding Club Responsibilities

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*Resource: Standard Club Constitution and By-Laws*

Contains the primary governing guidelines for the club and other helpful information such as:

- Mission statement, slogan, motto, purpose as well as objects and ethics
- Type of Memberships
- Fees and Dues
- Managing Funds
- Meetings and Quorums
- Elections



# Charter Night

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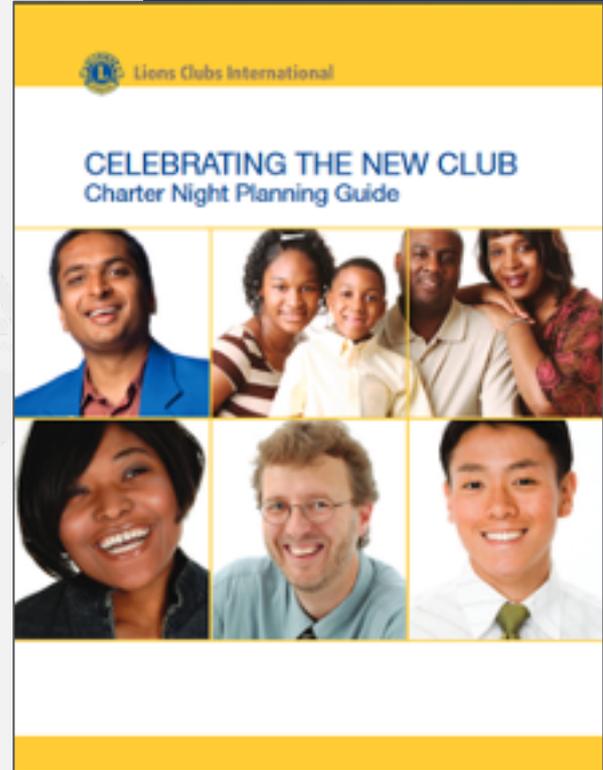
*Resource: Charter Night Planning Guide*

Plan the event with the Charter Night checklist

Introduction Etiquette

Travel Arrangements

*The sponsoring club and district should offer assistance to help the new club organize the event.*



# Initial Meeting with the Club Officer Mentor Team

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Introduce the Club Officers to their Club Officer Mentors.  
Roles and Responsibilities, Resources.

Each officer should be assigned a Mentor who is currently fulfilling the same officer role.

The Mentor should be experienced, available and able to communicate/train the new officer effectively.

Provide each pair a copy of their respective checklist to review (See Pages 28 – 31).

**Roles and Responsibilities, Resources.**



# Training Session Two

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## Club Operations

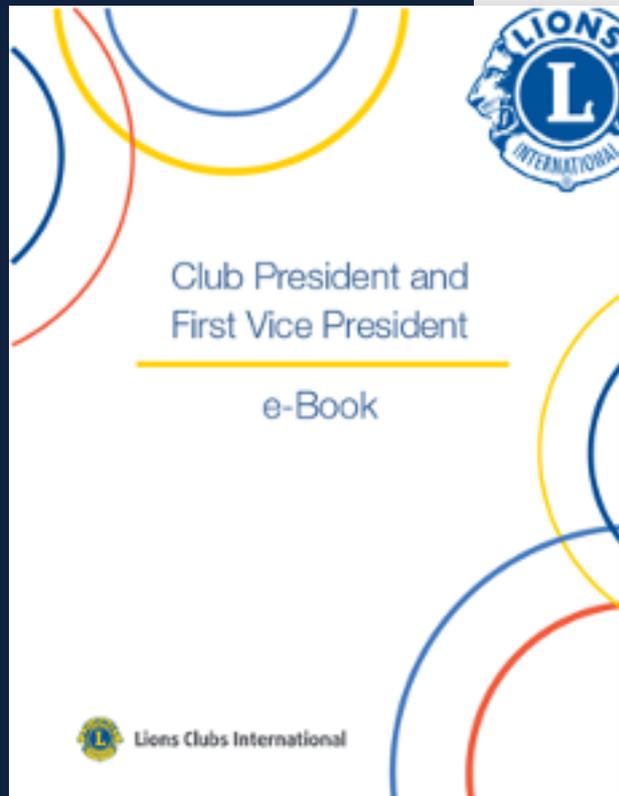
Review the officer roles and initial meeting with Club Officer Mentor Team

Stress the concepts of planning, teamwork and communication to the new officers.



# Club Officer Responsibilities

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## *Resource: Club Officer e-Books*

Highlights the important role of each club officer.

Note any local adaptations when appropriate.

Webpages designed for each specific officer.

Each Mentor should cover the details specific to their position on an ongoing basis.

# Best Practices for Financial Transparency

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*Resource: Best Practices for Financial Transparency Guide*



# Planning Service Activities

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*Resource: Making It Happen*

Step 1: Make a List of Possible Programs

Step 2: Appoint Task Forces

Step 3: Conduct Research

Step 4: Write a Plan

Step 5: Implement the Plan

*Always remember that club projects are a club  
decision.*

**Pages 19/20**

## Making It Happen! Guide to Club Project Development



Lions clubs that organize meaningful community service projects make a significant impact on the people they serve. Lions feel they have made a valued contribution and potential members are more likely to support the project.

The step-by-step guide helps your club or meeting club identify meaningful service projects and develop an effective plan of action. You will find the group guide exciting as you exchange ideas and accomplish more than one club alone.

"All great societal changes were the result of an idea that was shared with others to gain their commitment, develop a plan of action and make it into a reality."

# Improving Club Quality Programs

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The Big Picture



The Annual Plan



Great Meetings!

# Training Session Three

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## Hosting Productive and Meaningful Meetings

Stress the concepts of planning, teamwork and communication to the new officers.



# Hosting Productive and Meaningful Meetings

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*To encourage attendance, be sure these items meet the needs of your members:*

- ✓ The meeting date, time and location
- ✓ Send invitations announcing activities
- ✓ Make personal calls to invite current and potential members
- ✓ By inviting interesting and relevant speakers
- ✓ Involve members in projects right away.

# How to Improve Overall Meetings

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*Resource: Your Club, Your Way!*

Customizing Your Meeting

Reinventing Your General Meeting

Phasing in Change

Key to Meeting Success

Ideas to Increase Involvement

Club Meeting Program Ideas

Promoting Your Meetings and Events to the Public



## Exercise 9 – Page 22

*Training Session  
Three is focused  
on Productive and  
Meaningful  
Meetings*

# Productive and Meaningful Meetings

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What can be done to increase  
attendance?

# Training Session Four

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## The Importance of Recruitment and Retention

*This section underscores the importance of continued club growth and provides an opportunity to check the progress made by the Club Officer Mentor Team.*



# The Importance of Recruitment and Retention

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*Resource: Club Membership Chairperson e-Book*

Recruiting New Members

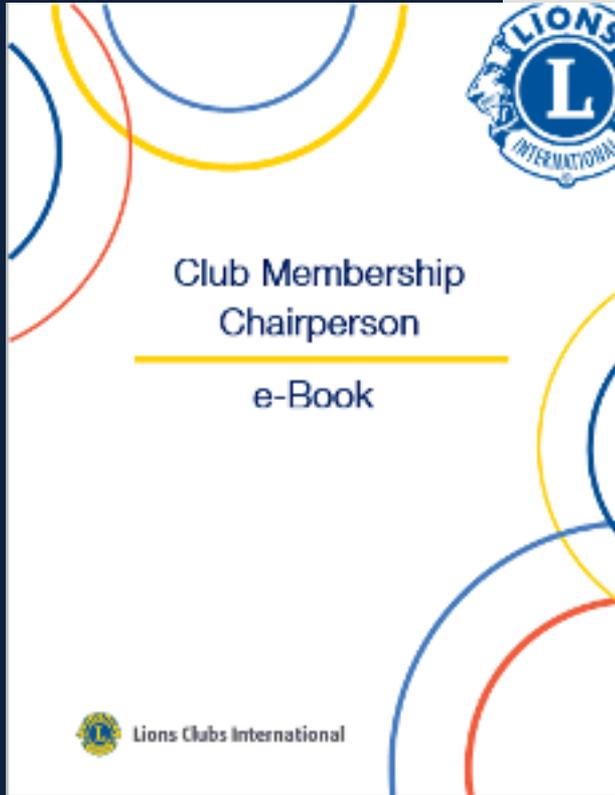
Sponsor's Responsibilities

Induction Ceremony

New Member Orientation

Membership Awards

Involvement



## Exercise 10

*Initiate an ongoing membership recruiting plan and confirm club officer development.*

## Creating a Membership Plan

*Describe successful ideas for recruiting new members that could be shared with new club officers.*

# Training Session Five

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## Planning for the Future and Achieving Excellence

*Review the need for ongoing planning and development.*

*This should take place after the club has operated  
for a few months and before new club officers  
take office for the next fiscal year.*

*Encourage planning and continued club development*



# Planning for the Future and Achieving Excellence

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Lions Clubs International

## BLUEPRINT FOR A STRONGER CLUB



*Resource: Blueprint for a Stronger Club*

Takes approximately 60 minutes

Assess the club's current status

Establish goals

Develop the Blueprint for a Stronger Club

# Planning for the Future and Achieving Excellence

*Resource: Club Quality Initiative*

***This process takes approximately four hours  
or can be conducted over a series of meetings.***

Step 1: Understanding the Process of Change and LCI Forward

Step 2: Determine the need for change

Step 3: Set Goals

Step 4: Develop Plans

Step 5: Implement and sustain change

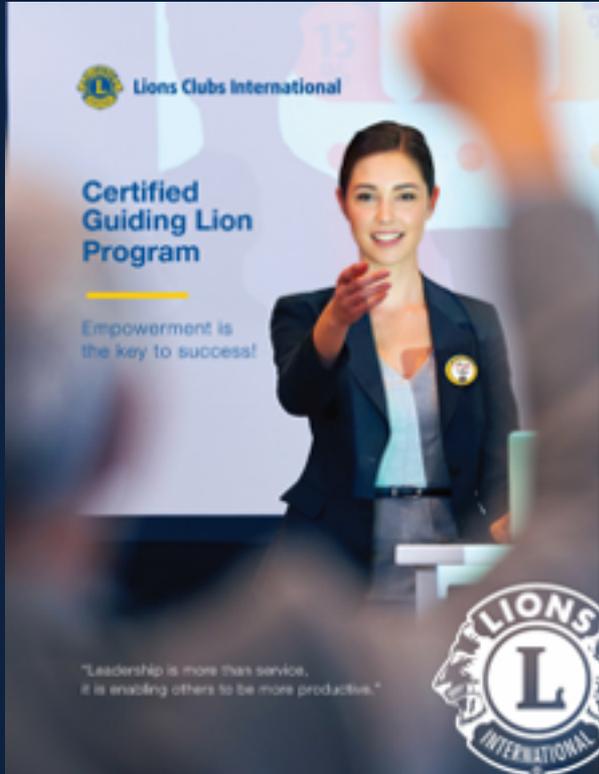


## Club Quality Initiative

This workbook has been designed to lead you and your fellow club members through a number of steps to help you discover new ways to improve the way your club operates.



Lions Clubs International



# Section V

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## Assessing Club Needs



# Section V: Assessing Club Needs

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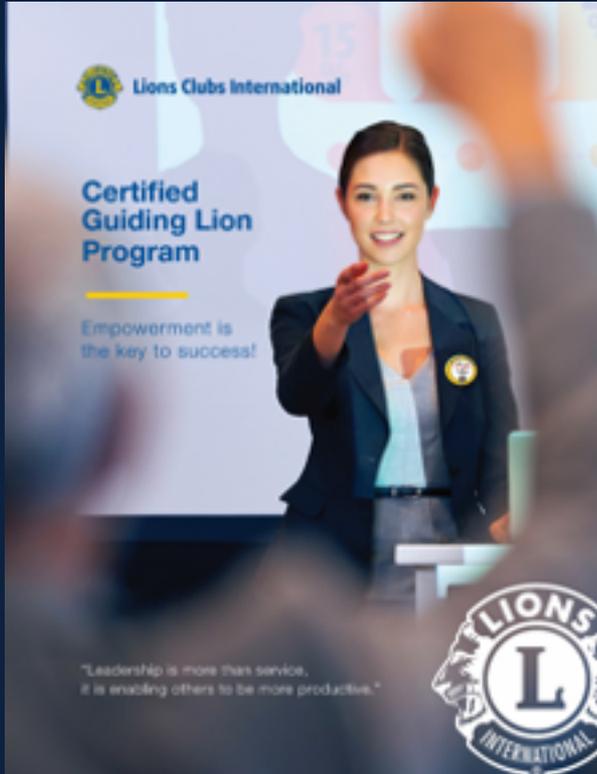
*Using the Club Assessment (pages 34-38) determine the club's needs and areas for development.*

- Understanding Club Responsibilities
- Club Management
- Service Activities
- Communications
- Meetings
- Membership Growth
- District Support
- Further Leadership Development

# Section VI

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## Guiding Lion Resources



# Section VI: Guiding Lion Resources

## Quarterly Report

### Club Health Assessment

Provides valuable information to ensure continued development.

## Final Report

At the close of a two-year assignment to a club, submit the Final Report (page 45).

## Guiding Lion Support

LCI is available for assistance by phone (630) 468-6810 or email: [certifiedguidinglions@lionsclubs.org](mailto:certifiedguidinglions@lionsclubs.org).

# Assess your clubs' health every month!

Resource: Club Health Assessment

Membership gain/loss

Reporting history

Officer rotation

Membership reporting

Club status

Donations to LCIF

Club Health Assessment for District 2 E1 through May 2015

Club Number	Club Name	Charter Date	Status	Membership				Reports				LCIF			
				Current Member Count	VTD Members Added	VTD Members Dropped	VTD No Report	No Report	No Report in 12 months	No Report in 24 months	Months Since Last Activity Reported		Location for current fiscal year		
5079	BALA	10/1974	Active	12	1	0	1	0.00%	11	0	0	0	0	0	\$1.00
501	GORDON	04/0196	Active	6	0	0	-3	-50.0%	6	0	0	0	0	0	\$0.00
502	GORDAN	01/1956	Active	15	0	0	0	0.00%	16	0	1	0	0	0	\$0.00
4010	GROFORD	01/1956	Active	7	0	1	-1	-14.29%	10	2	0	0	0	0	\$0.00
503	GROFORD	01/1952	Active	27	10	0	0	6.10%	22	0	0	0	0	0	\$0.00
504	GROFORD	01/1950	Active	17	3	2	1	6.20%	16	1	1	0	0	0	\$0.00
505	HALL	01/0193	Active	22	0	1	-1	-4.55%	23	0	1	0	0	0	\$0.00
506	HALL	02/0193	Active(?)	8	0	3	-3	-37.50%	11	3	1	0	0	0	\$0.00
5008	HAWKETS	04/1980	Active	6	0	1	-1	-16.67%	7	1	0	0	0	0	\$0.00
575	HOA-PINE	01/1952	Active	18	0	4	-4	-22.22%	22	16	0	0	0	0	\$0.00
571	HOA-PINE SUBDIV	01/0190	2014 DROPT	3	0	0	0	0.00%	3	0	0	0	0	0	\$0.00
572	JACKSON	01/1952	Active	70	10	13	0	0.00%	70	10	0	0	0	0	\$0.00
573	KICK CITY	02/1952	Active	12	0	3	-3	-25.00%	15	10	1	0	0	0	\$0.00
574	MAHLE	02/1952	Active(?)	16	3	0	-2	-11.11%	18	10	0	0	0	0	\$0.00
5006	MAGUIRE'S STATE UNIVERSITY	01/0200	Active	3	0	0	0	0.00%	3	20	1	0	0	0	\$0.00
575	MARSHAL HILLS B-SHRS	01/1957	Active	7	0	0	0	0.00%	7	1	0	0	0	0	\$7.00
576	MARSHAL HILLS HOOK	01/1957	Active	27	1	7	-6	-22.2%	24	20	0	0	0	0	\$7.00
577	MARSHAL HILLS HOOK	01/1957	Active	21	2	0	-9	-42.86%	24	0	1	0	0	0	\$0.00
503	MARSHAL	01/1948	Active	19	1	4	-1	-5.26%	22	20	0	0	0	0	\$0.00
501	CLAY	01/1952	Active	23	0	1	-1	-4.35%	24	3	0	0	0	0	\$0.00
503	PODSKAWKOWSKI LAKE	02/1980	Cancelled(?)	0	0	0	-6	-100.0%	0	1	0	0	0	0	\$0.00
1180	QUAKAY HOOK	01/0200	Cancelled(?)	0	0	24	-24	-100.0%	24	2	0	0	0	0	\$0.00
505	RANIER	01/1952	Active	29	0	0	1	3.45%	25	17	0	0	0	0	\$0.00
506	SEBASTIAN	02/1957	Active	25	0	3	2	7.69%	29	16	1	0	0	0	\$0.00
4018	SONEY	02/1980	Cancelled(?)	0	0	33	-33	-100.0%	33	10	0	0	0	0	\$0.00
506	SOUTH TAYLOR COUNTRY	02/1946	Active	24	0	0	0	0.00%	25	0	0	0	0	0	\$0.00
1040	STANFORD	11/0200	Active	1	0	0	0	0.00%	1	0	0	0	0	0	\$0.00



**Thank You!**  
**Any Questions?**

PDG Kerry McKnight

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October 17 & 18, 2020

Certified Guiding Lion Training

