



GOLD WING ROAD RIDER'S ASSOCIATION

WING WISDOM

LEADERSHIP TRAINING DIVISION NEWSLETTER

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**JOE & JESSIE ROGERS, NATIONAL DIRECTORS
LEADERSHIP TRAINING DIVISION**

Director's Discussion

During the first week of December the status of the Leadership Training Division for the Year 2002 was reported to President & Executive Director Mike Wright. He reviews the information with the GWRR Board of Directors in their annual meeting. The complete LTD information will be shared later with each of you. At this time we want to share with you some key data from the LTD Status Report.

Staffing: Nine of the U.S. & Canadian Regions have Region Trainers. Forty-one District Trainers are assigned. Seventy-one LTD Instructors have been certified. Three Regions (D-H-N) are fully staffed.

Overall LTD Training:

<u>*Years</u>	<u>Total Hours</u>
1995	10,337
1996	18,663
1997	20,662
1998	24,556
1999	22,908
2000	19,633
2001	13,476
2002	15,071

*Note: Year 2002 is a partial year (9 months).
 Years 1997, 1998, 1999, & part of 2000 reflect inflated hours due to the inclusion of some Rider Education training hours. This was corrected in mid-2000.

Horizons Program: Fifteen Horizons Programs have been presented as of the report to 500 members representing 8,317 hours of formal leadership training.

Horizons History: The year 2002 represents the largest number of Horizons Programs ever presented since the launch of the program in 1995.

<u>Years</u>	<u>No. Programs</u>
1995	7
1996	14
1997	9
1998	8
1999	8
2000	5
2001	10
2002	15

Five Horizons programs are already scheduled for next year.

Wing-Ding Training: Wing-Ding XXIV saw a record number of members attend the seminars presented in Ft. Wayne, IN. The number of one hour sessions was 10% greater than the previous year. This year in Ft. Wayne 1060 of the 4917 members attending seminars attended LTD seminar sessions.

Wing-Ding XXIV breakout of 103 sessions

Commercial Seminars	10 Topics	20 Sessions
Specialty Seminars	17 Topics	18 Sessions
Member Enhancement	3 Topics	6 Sessions
Rider Education	11 Topics	17 Sessions
Leadership Training	20 Topics	42 Sessions
4917 Attendees	61 Topics	103 Sessions

LTD Instructor & RED Seminar Presenters: The revised programs for the development and certification of Instructors/Presenters have been fully tested and are receiving a final review by both Rider Education and Leadership Training prior to distribution.

LTD Trainers will only certify LTD Instructors. When Rider Educators attend the training, a report will be sent to their respective District or Region Educators indicating the name of the Educator who successfully completed the training session. It is the responsibility of the Rider Education Division to certify their Educators as Certified Seminar Presenters.

Year 2002 has been a record year in many areas for Leadership Training. The accomplishments are the direct result of the creativity, dedication, hard work, and perseverance of you; the LTD Trainers. On behalf of GWRRA, we want to sincerely thank you for the outstanding training you have provided to the Members in the Year 2002.

Our very best regards,

Jessie & Joe Rogers

**Criticism: Bash or Boost?
Turning Gripes into Growth
Patricia Fripp, CSP, CPAE
Region "I" Newsletter, Nov./Dec.**

Absolutely no one enjoys being criticized! Yet, if you want to succeed, you've got to overcome all your natural instincts and actively seek out feedback, good and bad.

As a professional speaker, I know how it is. I face thousands of critics every week called audiences. Not only do they rate me with their applause and laughter (or lack thereof), but frequently they are asked to complete written evaluations, providing feedback for the meeting planners. I want those meeting planners to look like heroes, so I do everything possible to keep in top form. That means that I embrace and value criticism. I study

those “evals” and listen to all comments, no matter how off the mark they may seem. And, even though I’ve been speaking professionally for more than two decades, I still pay speech coaches regularly to be my toughest critics.

If you want to advance, you need to develop a positive, flexible, and creative attitude toward feedback. Here are some practical ways to toughen your hide and change your perception.

1. Diffuse attacks. To give yourself breathing room, turn “attacks” of criticism into information exchanges. The natural human reaction is to become defensive and offer a list of reasons why the comment is untrue. This quickly locks both sides into fixed adversarial positions from which it is hard to retreat. Break the cycle. As hard as it may be, respond to any negative criticism by immediately agreeing it may be correct. Then ask for more specific details, enlisting the accuser as you ally in improving the situation. You’ll get lots of useful feedback, both negative and positive.
2. Use the Olympic-scoring rule. Throughout your life, you’ll get a wide range of commentary on how you’re doing. Discard your highest and lowest ratings. Bill Gove, past president of the National Speakers Association, said, “In any audience, ignore the ten percent who think you walk on water and ten percent who think you are no good at all. Then listen to the middle eighty percent.”
3. Consider the source. Do your critics have the right background and experience to judge your work accurately? Are they in a position to give you valuable input? You can’t change to satisfy everyone. (“A camel is a horse designed by a committee.”) In my career, I’ve been given some really good advice and some really bad advice. The key is deciding which is which.
4. Separate intent from content. Any negative comments about our actions, appearance, or attitudes automatically seem very personal. Yet, amazingly, the commenter may have had the best intentions. Recognize that different people have different personality styles and communication skills. They may sincerely mean to help, but deliver negative comments in a way that is hard to process and accept. On the other hand, an ill-wisher often provides valuable insights. Decide that it is never productive to take any comments personally.
5. Seek out criticism. Some jobs offer regular job performance evaluations where employees get feedback. If you don’t have such a program, ask for personal feedback anyway, from both your manager and those you manage. One successful AT&T executive sits down on a regular basis

with his staff and asks them, “What things am I doing well? What would you like me to do more? What should I do less of or stop doing?”

Recruit your customers as allies by asking them to be your critics. Don’t be defensive. Keep your clients happy by being as eager to please them as your competitors are. In any selling situation, you’re still selling after the sale. It won’t be long before a rival asks them, “What do you want that your current supplier isn’t providing?” Get the jump by asking the same question. Seek out the criticism before your competitor does!

“When a customer offers a criticism,” advises Bob Treadway, a Denver based speaker, “invite them to be more specific.” For example, if they say, “This delivery should have come sooner!” ask them in a genuinely friendly tone, “How much sooner, specifically, would you like it?” If they say, “You could have done a better follow up.” Say, “Tell me how exactly you’d like us to follow up in the future.”

Treadway advises asking open-ended questions that can’t be answered with a “yes” or “no”. For example, “How could we help you with that?” or “What improvements would you like to see?” Then summarize what they have said: “It sounds like we could do a better job if...”

6. Feed back your feedback. Paraphrasing what you’ve just been told helps to eliminate misunderstandings, honoring and acknowledging the criticism, and compelling you to really listen. “Nothing,” Bob Treadway says, “demonstrates better to a client, boss or spouse that you have heard them than paraphrasing their statements” It also helps you to filter out and focus on the useful information.
7. Protect yourself. We’re not always in shape to cope with negative comments. It’s appropriate to give people feedback on the best time and way to offer you feedback. People learn to treat you the way you teach them to treat you. Dear Abby once ran a letter from a slender, attractive woman whose Mother never failed to remind her of how fat and unattractive she had been as a teenager. Dear Abby suggested that she say, “Mother, let’s not discuss that anymore.” So simple, yet so hard to withdraw permission after years of negativity. It’s your job to communicate that you will respond better if you can receive the criticism in a different way, time, or place.
8. Don’t expect everyone to love you. Praise and approval are wonderful. We all thrive on them. But we all need a dose of reality now and then. Just because people notice imperfections and point them out doesn’t make them your enemies. If you’ve armed yourself with a positive attitude toward criticism, they are going to be your best friends.

DO MORE

Do more than exist – **LIVE**

Do more than touch – **FEEL**

Do more than look – **OBSERVE**

Do more than hear – **LISTEN**

Do more than listen – **UNDERSTAND**

Do more than think – **PONDER**

Do more than talk – **SAY SOMETHING**

(The Supervisor is an Important Key to Quality Management)

Original article by Norman Bodek

The Regional Trainer is an Important Key to a Successful District Trainer

Paraphrased

1. If you don't ask you don't get, so you must ask your District Trainers for their improvement ideas often. "What can you do to make your position easier and the learning more fun?" **You ask, then you listen.**
2. You are looking for only small ideas to be implemented by the Trainers themselves – this is not a suggestion system where people come up with ideas for someone else to do.
3. You encourage people to look at others' ideas, maybe from other Trainers, and see if the idea applies. We want people to copy good, applicable ideas because as you copy, you learn. You want to praise and thank the Trainers for their implemented ideas.
4. Make sure that the implemented ideas are acknowledged and credit is given where due.
5. Criticism can kill enthusiasm. People need support and encouragement. If you don't really like the idea, then suggest the Trainer talk with their staffs to try and modify the idea. People will take rejection easier from their peers than from their Regional Trainer.

6. The supervisor can make or break involvement. Once people gain respect from their ideas, they will continuously find more and more things to be involved in.

Watch for big problems. They disguise big opportunities.

EDITOR COMMENTS

We know there are lots of wonderful ideas out there among the Leadership Training Division. It would be very helpful to the editors if we could have some short articles from the Trainers. Would you, the Region Trainers, encourage your staffs to provide some ideas and articles for the newsletter. We read your region newsletters and try to use some of the articles provided in them.

We will be leaving for the sunny south the end of December and will be returning north in April. Then it will be time for another newsletter. If you have an article please send it to Joe, he will hold it until we return. (Thanks, Joe)

Your Leadership Trainer Division Staff wish you and yours a very Happy Holiday Season and the very best of everything in 2003.