

# Communication is the Key

What do you mean **communicate** with each member? Isn't our usual method of spreading the word enough?

Yes and no. The yes part comes from the fact that all your usual club communication efforts are important. Newsletters, postcards, e-mail, meeting minutes and all the rest have their place for basic communication with your membership. But the **ALT index** suggests a more specific approach may be necessary in certain circumstances.

Look at it this way: The **A's** are like artists. They are comfortable creating things and ideas. They capitalize on their ability to find new tools and methods to make their job easier. They value quality but also want to do things fast. Sometimes they cut corners to get the job done quicker. They can become frustrated by "bureaucracy." They don't mind working alone.

The **T's** are more like a Sargent-at-Arms. They know the rules and expect everyone to abide by them. They rely upon their experience more than instinct. They trust others who feel the same way and appreciate their company. They value demonstrated success over unproven methods. Routines are a good thing. They like committees and debate.

Then there are the poor **L's** trapped in the middle. Fortunately, they are seldom called upon to choose sides, but there can be friction between an **L** and either of the other two groups especially if the debate on an issue becomes intense. The term "leadership" applies to **L's** in a more direct manner as well. They more easily earn the trust of a large portion of their fellow Lions and, as a result, are more likely to be the politicians.

For communication to be more effective (and ultimately convince recipients to participate) it needs to be crafted to meet the different perceptions of those at each end of the spectrum. Addressing the **T's** and the **L's** in the same manner will not be as successful.

Put another way - if you say the same thing to an artist and a Sargent-at-Arms you are likely not leaving the same impression with each of them. Yes, the words are the same, but their emphasis has been altered by the "lens" each carries. One may readily accept the message while the other dismisses it. Wouldn't it be better to improve by getting both to agree? The tough part of this concept is knowing when it is needed. The "lenses" do not affect all communication - but they can if the message runs counter to their respective interests and ways of doing things. To communicate more effectively at these times, you need to be aware of the lens and craft messages that get through.

An example might be speaking with the artist (or **A**) more in terms of different approaches that could accommodate the desired change while the Sargent-at-Arms (or **T**) might benefit from knowing more details of why change is needed.

Each gets the same basic information but their individual messages are customized in a way that will not work well with the other. The **A's** don't really need convincing (quit wasting my time - lets get moving) while the **T's** may not be ready to embrace the change yet (remember, the By-Laws require a 30 day notice before we vote).



**Transfusion  
Transition  
Transformation  
Tools for Success**

The Lions Quotient  
Revised 8/22/2009

# Your Lions Quotient Interpretation

You have the results from the quiz. Now you can examine what your answers mean. You were scored in three areas **A, L** and **T**. These letters abbreviate traits common to all Lions and together they comprise your **ALT index**.

Before we get into explaining the **ALT index** a few comments on scoring are in order. The highest score possible for **A, L** or **T** is 45 and the lowest is zero. A score of 45 is nearly impossible because the total of all three is also 45 - which means you would have to have zeros for both other traits in order to score 45 on one. A zero score in one trait is more likely but is very rare.

So much for the numbers. What are the traits they indicate?

**A** indicates adaptable. The ability to accept, initiate and participate in change rather than fighting it. The higher the number in relation to the other two (especially **T**) shows more ability to change.

**L** is for leadership. Instead of specific skills or knowledge, the number indicates an inner balance between opposing values. This balance fosters the ability to communicate and mediate between those endorsing change (the **A's**) and those potentially opposed to it (the **T's**).

**T** is for traditional. A high number here indicates you are more skeptical of change. **A's** and **L's** will have to convince you of the need to change and you will want to keep what you consider to be the core traditions of Lions intact. A reminder is in order here. Remember the score sheet said there were no "right" or "wrong" answers? Long-time members of any group have earned a certain status. There is nothing wrong with that so long as it does not threaten the organization's survival. **A's** and **L's** just need to be aware of the **T's** position and approach issues appropriately. Besides, all Lions accept and value tradition to varying degrees.

So now you have the overview. Turn the page and we will examine your results in more detail and we will learn why using the **ALT index** may be important.

## ALternate qualities of Your Lions Quotient

Below are the series of qualities that were used as the basis for creating the quiz. Qualities for these traits are not written in stone, but they are indicators of basic tendencies. Obviously these statements were modified to create the potential choices in respective groupings of the quiz.

Which of these statements apply to your typical club member? Why? Now is the time for a discussion of these and any other qualities you can identify.

### Adaptive Qualities

- A1) *Willing to meet at new places and times.*
- A2) *Seeks new projects.*
- A3) *Less interested in LCI/District/Club politics and procedures.*
- A4) *Looks forward to new challenges and possibilities for success.*
- A5) *Meets "to get things done" as much as for social activity.*

### Leadership Qualities

- L1) *Speaks up at meetings and volunteers for both fun activities and "dirty work."*
- L2) *Accepts responsibility (and blame if appropriate) but shares credit for success.*
- L3) *Provides information to others (and seeks information) before making decisions.*
- L4) *Seeks reward for the greater good of the club.*
- L5) *Seeks to avoid having personality conflicts affect the club.*

### Traditional Qualities

- T1) *Likes tailtwisting and singing at all meetings.*
- T2) *Values pins, vests, and the Lions emblem.*
- T3) *Wants to keep old projects and activities rather than start new ones.*
- T4) *Laments "the good old days."*
- T5) *Values personal integrity over club accomplishment.*

Some of you have undoubtedly thought of someone in your club who fits some of these qualities to the letter. Think about what their score could be and why that information might be useful. Oops! Getting ahead a bit there - lets save that last bit for later. Right now let us consider what it means to make a major change.

Could your club successfully change meeting days, time and location? Or could you consider abandoning a major fundraising event you have successfully done for years?

Why not? What if you had no choice? .

## Where are you on the Pyramid?

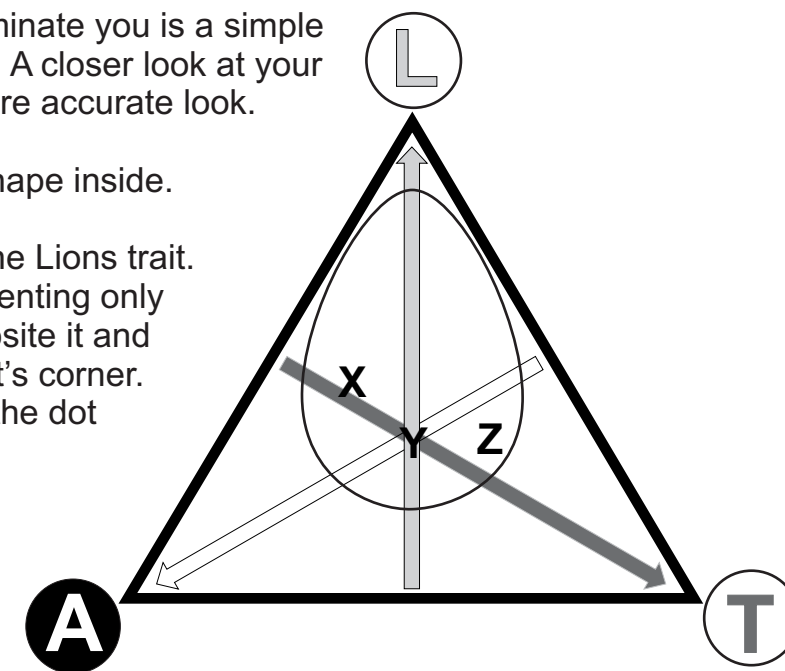
Determining which of the three traits dominate you is a simple matter of which has the highest number. A closer look at your combination of trait numbers yields a more accurate look.

At right is a triangle graph with an egg shape inside.

Each corner of the triangle represents one Lions trait. A score of zero would place a dot representing only that trait on the edge of the triangle opposite it and a perfect score of 45 would be in the trait's corner. However, combinations of scores move the dot around within the triangle.

Here are some examples:

- X represents A18, L20 and T7
- Y represents A15, L15 and T15
- Z represents A10, L15 and T20



Put a dot where you think your rating places you on the graph. Add the dots from some of your fellow Lions. Or better yet, draw a bigger graph on a large sheet of paper and post it on the wall with everyone's score drawn in.

Now is a good time to discuss why each Lion thinks their score represents them accurately or not. Remember this test is not scientific. It is intended to start conversations about where your club is and where it is going.

Why do you think the egg shape was added to the graph on this page?

## Going Deeper

So why should we care about the **ALT index**?

Well, in a nutshell it is like Einstein here. He mixed a potion and had better have some idea of the results or he will be in for a big surprise.

The same is true when you consider any serious change within your club. Knowing your membership and communicating appropriately with each Lion whose score may be outside the egg in the graph above is a major key toward success. Ignoring proven principles of effective communication increases the odds of a breakdown regardless if the change is adopted or not.

Turn the page for more.

