

Lead, Laugh or Get Out of the Way!

The Lazy Leader's Guide to Outrageous Results

With Leadership Strategist Cynthia D'Amour, MBA

Tap a new approach to leadership

- What is a Lazy Leader?
- Embrace how?

Turn "I don't have time" into "I can't wait to volunteer!"

Be an inviter: hit those hot buttons

- a. Personal/professional development
- b. Contribution to a greater good
- c. Community

Lazy Leader keys to make being involved more compelling

1. Paint a vivid picture
2. Make it worth showing up for – keep it relevant
3. Celebrate with your team – often
4. Pump up the fun in the work

Design flexible opportunities

Time/Frequency	Once	Monthly	Weekly
5 minutes			
1 hour			
2 hours			
Multiple hours			

Ah-has:

Final Thought

About Cynthia D'Amour, MBA

Cynthia D'Amour, MBA, Leadership Strategist, is the President of People Power Unlimited based in Ann Arbor, MI. She works with associations that want to get more members involved and organizations that want to develop their leaders.

Cynthia is the author of several books including: **The Lazy Leader's Guide to Outrageous Results, How to Recruit Generation Me, How to Turn Generation Me Into Active Members of Your Association** and **Networking: The Skill the Schools Forgot to Teach**.

She produces an e-zine, "**Cynthia D'Amour's Active Member Minute**," which keeps association leaders current on volunteer trends and gives specific ideas about how to get more members involved in their organization.

Cynthia's blog for chapter leaders explores the issues of leadership and life has been called hypnotizing. **Cynthia's blog** can be found at <http://cynthiadamour.com>.

Cynthia also hosts the **Chapter Leaders Playground** – an online community for volunteer leaders from across associations. Members may attend 30+ webinars each year. <http://www.chapterleadersplayground.org>

Having served more than 67 total years on volunteer boards and recruited more than 250 members, Cynthia D'Amour knows firsthand the key issues that association leaders face every day in dealing with today's members.

Cynthia is a certified teacher with a degree in marketing from Michigan State University. She's completed extensive graduate work in teaching methodologies and communication. Cynthia recently earned her MBA with an emphasis on Association Leadership from the University of Phoenix.

Cynthia taught eighth grade for five years specializing in a hands-on cooperative learning style that promoted learning in all students. As a manager for Macy's, her relationship-building strategies with clients increased sales 183%.

As the Vice President of Communications and Member Services of the Michigan Association of CPAs, Cynthia's team received recognition from the American Society of Association Executive's Associations Advancing America program.

Cynthia currently serves on ASAE Foundation's Fund Development Team. Has served on ASAE's Strategic Research Committee and is a Component Relations Section Council's Past Chair. She is currently Sustainer in the Jr. League of Ann Arbor and serving as a Girl Group mentor.

Cynthia is a regular speaker for ASAE. Her articles are published frequently in association leadership publications. Several of these articles can be found at Cynthia's web site: <http://www.chapterleadersplayground.org>