



ASSP Member Community Leader Development Call Guide

ASSP communities help members reach their personal and professional goals. This includes helping them develop their leadership skills through a variety of volunteer opportunities. And actively involved and passionate leaders enable your community to provide valuable programming to members.

Thoughtful succession planning ensures that your community continues to thrive under excellent leadership. Building relationships with members through personal connections is a great way to develop your community's leadership pipeline.

Leader development call goals

- Expand the pipeline of future community leaders and clarify the process for getting involved
- Support members on their leadership paths and guide development through year-round recruiting by current leaders
- Build deeper connections with members and welcoming people into the community by sharing opportunities and experiences

Audience

Work with your community's current leadership to decide where to focus your outreach. For example:

- Members who regularly attend programs, but haven't gotten more involved yet
- Members who were nominated for a leadership position, but were not selected or did not win the election
- Members with the experience or skill sets needed for specific roles
- Members who have volunteered for smaller roles but have the potential to grow
- Members who represent diverse experiences and perspectives that your community isn't hearing from yet
- High potential members from your community's [Leadership Planning Inventory Worksheet](#)

Process & Call Structure

This is an opportunity to listen and connect through shared experiences. Call length may vary, but expect to spend 20 – 30 minutes using the flow outlined below:

Why you are reaching out

- Creating a personal outreach to thank you for [insert reason the individual was selected].
- The current leadership team is responsible for building the pipeline of future leaders.





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- Customize the call by referring to the background information you have about the member.
- We are interested in understanding your experiences and interests.

Your personal why

- Briefly share your own leadership experience and development path to your current leadership role. Use it to guide opportunities that you may have noticed or hear for the member.
- Resource: Use [A Roadmap for Your ASSP Story](#) to prepare “standard” talking points to allow you to focus on weaving your personal stories into your communications and conversations about ASSP.

Ask for feedback

- Use open-ended questions to show that you care about their opinion and respect what they have to say.
 - Help me understand your experience and engagement with ASSP?
 - What are some of the positive and challenging experiences?
 - Are there any areas of the community you would like to change?
 - Based on our discussion, how could we support you on your ASSP leadership path?

Close the dialogue

- Affirm Statement: I appreciate that you are willing to talk with me today.
- Reflect and Listen: It sounds like you have a passion and commitment to ASSP and the profession.
- Share information about current opportunities with your chapter that match the member’s interests.
- Summarize Input: Here is what I have heard today. [Summarize areas of interest you heard, feedback received, or if there are any next steps. Be honest about what you or the community can provide.] Did I miss anything?

After the call

- Follow through on any action items from the call (ex. connect with the member on LinkedIn, connect member with another leader, send additional information, etc.)
- Share the feedback you heard with the rest of your community’s current leadership team and discuss next steps.
- Update your community’s [Leadership Planning Inventory Worksheet](#).

