



Value Added Resources

provided by Professional Speaker

Paul Vitale

Community Support and Partnerships

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-Community Support and Partnerships-
Presented by Paul Vitale – September 29, 2016

Commit to Reaching Your Full Potential – Across the board, achievers do more than just promote their causes; they make them a part of their everyday lives. When individuals understand program specifics and commit to its undertaking, it permeates everything they do, becoming part of who they are.

The value of Effectiveness... There always will be those who talk about accomplishing great things; however, to finish, they forget to begin. When this occurs, we have the opportunity to encourage them to get started... that's the value of effectiveness... well done is better than well said.

Be Inviting and Accessible to Those Knocking – The offering of time and attention to others through an approachable manner is of great significance when setting an effective tone. Pausing long enough to engage in meaningful dialog builds bonds that serve the overall team well, while encouraging a collaborative climate that is gratifying for all.

The value of Selflessness... There always will be those who take a little more than they give. When this occurs, we have the opportunity to convey through our example; everyone dies, but not everyone lives... that's the value of selflessness... utilizing our talents and resources wisely to help with the needs of others, for the greater good of all.

Unite a Common Bond – Uniting a common bond takes action. Based on core beliefs, a leader must lead by example. Leaders often have authority because of the job; however, a leader's behavior earns the respect of others. A reputation that takes a lifetime to construct can be swept away in minutes.

The value of Humility... There always will be those who face greater obstacles in life than others. When this occurs, we have the opportunity to look toward them, not away... that's the value of humility... reaching out to others, when no one else believes.



Emphasize the Positive; Release the Rest – Emphasizing good qualities in others is extremely contagious. When we hear others building people up, it’s easy to join in. However, we know how easy it is to stray off in the opposite direction as well. A kind word doesn’t cost anything, but pays large dividends in loyalty and dedication.

The value of Optimism... There always will be those who choose to look at the negative versus the positive. When this occurs, we must remember; it takes no more time to see the good side of life than it takes to see the bad... that's the value of optimism... fulfilling each person's needs through a commitment to service.

Be Resilient Like None Other – It is extremely easy to become exhausted, frustrated, and disenchanted. However, during these moments difference makers dig deep to find the courage required to listen carefully to the needs of others, demonstrate promptness in their responses, and never underestimate this simple statement: Setbacks can be setups for enormous growth.

The value of Endurance... There always will be those who become discouraged with themselves. They are often tempted to give up. When this occurs, we have the opportunity to encourage them to forge ahead... that's the value of endurance... encouraging others to seek improvement; becoming more actively engaged while possessing a renewed sense of individual pride.

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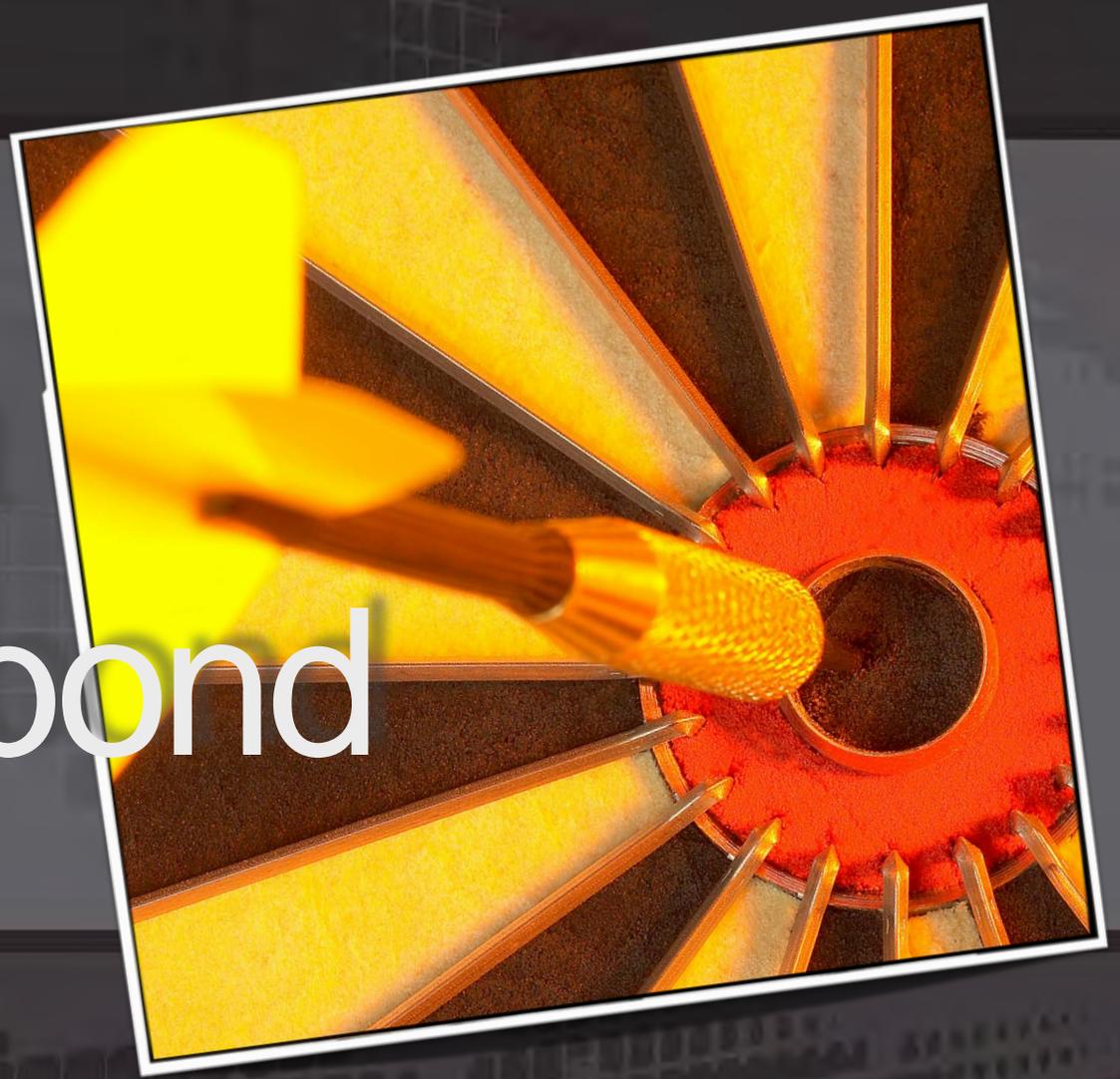
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“Rallying the Troops,” One by One

by Paul Vitale

No matter the program, cause, or belief, “rallying the troops” to not only buy into your movement, but also support it, can often become a daunting task. Even though this may be the reality more times than not, recognizing this possibility on the front end will help as you continue with your commitment to forge ahead.

Anyone who has ever worked diligently promoting a cause, belief, or, for that matter, product or service, understands the enormous importance of the statement, “You only get one chance to make a first impression.” We are often reminded that the first impression others have of us, either in person, over the telephone, or through our social networking, greatly influences the end result. Regardless of whether you are recruiting new donors, adding to your membership base, or simply educating others on your mission, the door will either swing open or stay shut depending on how well you relate to your potential supporter.

To this end, there are a handful of practices that should always be utilized to ensure that your first impression is not just memorable, but long-lasting in the minds of those you are trying to reach.

Understand the nuts and bolts.

There always will be numerous opportunities to educate others on your program, cause, or belief. In order to effectively communicate the vision and purpose, you must completely grasp the nuts and bolts of the organization you are aligned with. Along with this also comes having a clear understanding of who your target audience is. Stay current on all of the issues that surround your movement and never stop researching new

TAKEAWAYS

- First impressions set the tone for future action.
- Effective communication hinges on grasping the nuts and bolts.
- Keep your audience updated as often as possible.
- Allow online media applications to work for you.

avenues to expand your outreach efforts. The more information you are equipped with, the better off you’ll be when bending the ear of those who are interested in listening to what you have to say.

Maximize your tools. All successful programs encounter ongoing obstacles. From the lack of financial support during tough times to limited manpower, there will always be mountains to climb. Nonetheless, continue being creative. Evaluate what has been effective in the past and transform what has not. Consider creating alliances, developing new partnership strategies, and merging programs. Make the necessary changes in your “all-around” approach if need be and then get to work. The more time you invest in maximizing your available resources, the less time you will have to spend locating new ones. Remember, great opportunities are often brilliantly disguised as insoluble problems.

Utilize the power of networking. Creating awareness and support is an around-the-clock opportunity. Encourage backers to get involved with your mission on a personal level. Be as transparent as possible so others will feel a sense of ownership in your cause. Keep your audience updated on announcements and activities. The more people know about the

reason behind your efforts, the more likely they will be to assist. Strength is found in numbers and by utilizing your network consistently, challenges can and will be turned into opportunities.

Share your news with the world.

Allow those around you to experience the excitement and passion you have for whatever it is you’re promoting. Be quick to share your story through the more traditional means of PR and marketing, but make sure to continue increasing your online efforts as well. With the enormous opportunities social networking provides today, it is easier and more affordable to drive traffic through online media applications than ever before. Remember, successful outcomes are derived through keeping the community excited, involved, and supportive of the strides your cause is making.

Being provided the opportunity to “rally the troops” can be as exciting or as wearisome as you choose to make it. You control the attitude that either makes your first impression memorable or marginal. If you truly want the door to swing open, you must believe it will and persist until it does. Once this happens, you’ll be reminded once again of the human spirit’s strength to accomplish exceptional things...even when the task seems quite daunting.

© Vital Communications, Inc. Paul Vitale, founder of Vital Communications, Inc., is a professional speaker and author based in Little Rock, Arkansas. He travels the globe presenting seminars and keynote presentations to various organizations while contributing content to regional and national publications. For additional information, visit paulvitale.com or call 501-663-1454.