

Managing your Chapter without Losing your Mind

Communication and Time Management
Tips and Tricks for IABC Leaders



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**Thank you for
joining me today.**



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My name is Emily Caister.

- I'm a fulltime copywriter.
- I'm President of IABC Waterloo.
- I'm a small business owner.
- I do freelance work.
- I went back to school last fall.



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Part one: Leadership is hard.



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Figure out your why.

You didn't get here by accident. This is something you've worked towards because you wanted more.

This experience should be giving something back to you, not taking things away from you.



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Define what leading your board looks like to you.

- How do you see your role as a leader?
- What can you reasonably take on with your current capacity?
- What are your goals and what do you want to gain from this experience?
- What level of involvement do you want in the day-to-day?

Write it down and come back to it often.



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Here's mine:

As a leader, my job is to empower my team to own their portfolios and develop the skills to succeed in their role and their career by giving them the information they need and removing any roadblocks they encounter.



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Set expectations.

Unclear expectations lead to burnout. Be clear about what you expect from your board members, and be clear with what you expect of yourself.



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Do your best to create role descriptions and documentation for specific tasks (website updates, newsletter creation, etc.)

Implement a turnaround time for emails and responses - for you and your team.

Set boundaries on what you will and will not do. And then stick to them.



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Part two:
You have enough time.



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**You don't
need to do
everything.**

Being honest about your own capacity will make your board feel more comfortable about being honest about theirs too.

Give people the space to figure things out, even if it's easier to do it yourself.



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Keep a running list of any outstanding board tasks that you have to do. Break up larger tasks into smaller pieces.

Make time every day to work through them. Set a timer, close all your other tabs and see how much you can do.

If you can't get to it, you can leave it for tomorrow or delegate it to someone else. Don't forget - you are part of a team!



Consider the impact.



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When you feel like you need to intervene in something, always consider the impact. Then decide if you really need to spend your energy on it.



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You are not in this alone.

Use the resources at your disposal to work smarter, not harder. The advantage of being a part of an international organization is that so much already exists we can use. We don't need to reinvent the wheel.

- Leader Centre
- The Hub
- Your region board
- Past chapter leaders



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Part three:
We all get enough emails.

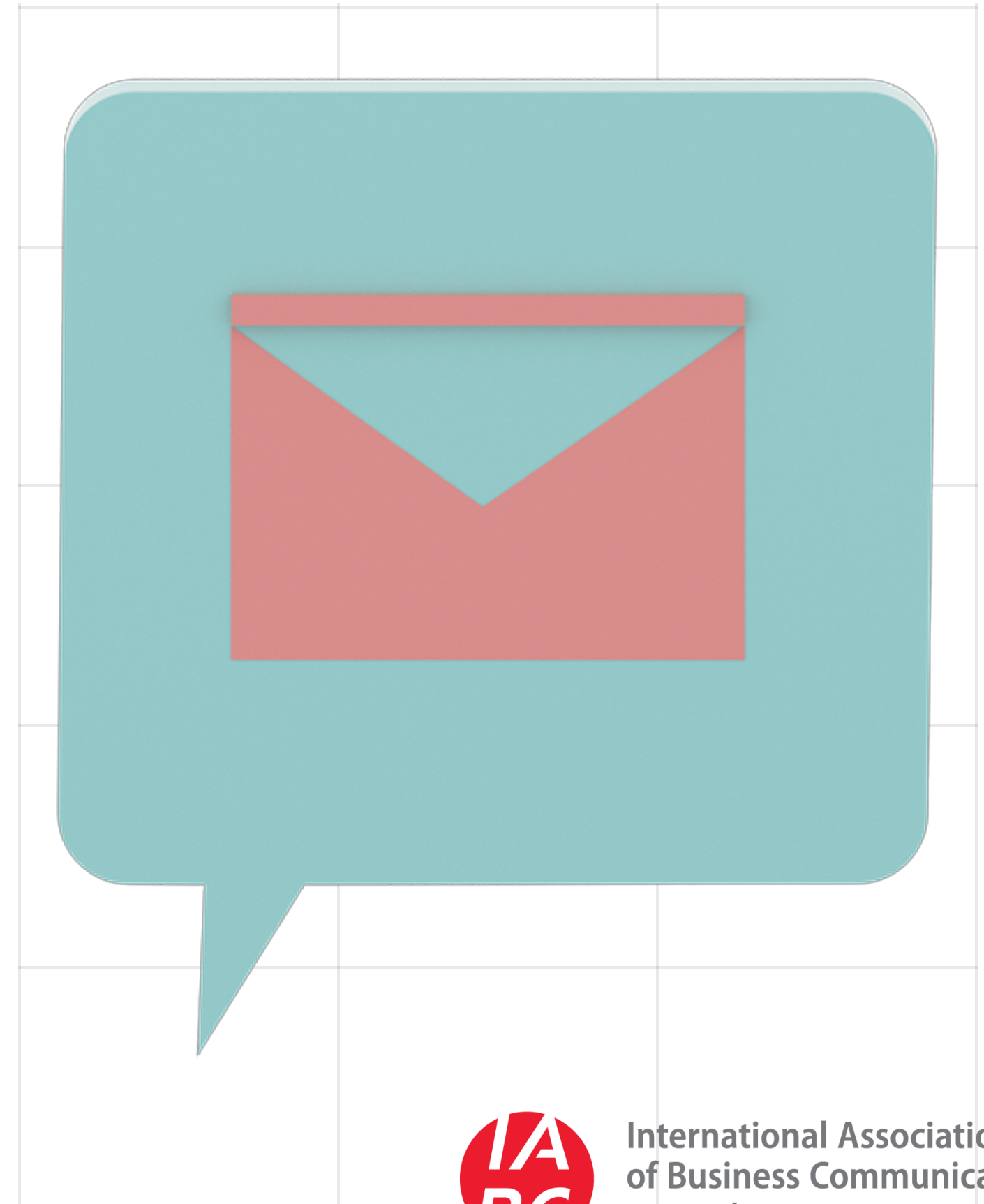


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On average, we receive over 100 emails per day.

Don't make email your primary communications channel for the board. Adding to the email overwhelm we all experience will only make you feel more stressed.

What's App and Slack are great tools for quick responses, questions and check-ins. Look to those as your tools for getting information from people.



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Use your monthly board meetings to get a gauge of where everyone is at and what support they are looking for to achieve their goals over the next four weeks.

What did you do last month?

What are you planning on this month?

What support do you need from the team?



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Set an example.

Being honest about your own capacity will make your board feel more comfortable about being honest about theirs too.

Give people the space to figure things out, even if it's easier to do it yourself.



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**Part four:
You're doing a great job
(I promise).**



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We are all doing our best.

Give yourself some grace. We are in the third year of a global pandemic, continually pivoting. There is no playbook for this.



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The reality is, IABC is not your job. You can't hold yourself to the same standards.

As communicators, we have a tendency to want to over-achieve and take on too much.

What can be done and what you can do are not always the same thing.



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In closing

It's not always going to be easy. We're volunteers, working with other volunteers. Life is going to happen, newsletters are going to get out late, events are going to have hiccups, messages will go unresponded. You will need to reevaluate your priorities over and over again. There's no magic solution.

But hopefully, you can make it worth it. Plan your time, be honest with yourself, remember your why, and hold steady with your boundaries. You can do it.

Thank you



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