

## ***Recruiting New Leaders & Keeping Them Involved***

The reasons people choose to become leaders are different than the reasons people choose to stay leaders. A serious challenge faced by any organization is retaining leadership and getting people to work beyond an immediate crisis once it is resolved.

Retaining powerful leaders is critical to the success of your organization. You lose the knowledge and experience that person gained while with the organization. You lose the relationships that person built with decision makers and allies. You lose the time and energy that went into training and developing that leader. Sometimes you even lose some of your base.

### ***Why People Become Leaders***

People usually become leaders in response to an immediate crisis that impacts them directly. They are angry at the sense of injustice they see, and through their leadership they aim to right a wrong.

### ***Why People End Their Leadership***

The most obvious one is that the crisis that originally got them involved has ended.

Here are some others:

- Change in responsibilities.
- Lack of time.
- Fear of retaliation, or failure.
- Personality conflicts within organization.
- Leader feels that their work goes unappreciated or unrecognized.
- Skills are misused, people aren't doing what they want to be doing .
- Leader feels that they aren't being heard.
- Burn out.
- Feeling of doing the same things over and over again.
- Frustration, cynicism, and a sense that nothing is changing

## ***Why Leaders Stay Involved***

Leaders are more likely to stay involved if they believe in a long term vision or set of goals beyond an immediate crisis. That way leaders realize that there is always more to be done and that their continued leadership has relevance. They also are more likely to stay involved when:

There are opportunities to become involved on a variety of levels.

They connect manufactured home issues to a broader set of issues they care about

- They see that they are empowering others, they are agents of change.
- They realize the problem isn't going to go away unless they do something.
- There is a feeling of camaraderie and support from fellow leaders and allies.
- Victories inspire them to hope for more change.
- They feel useful and appreciated.
- They feel challenged.
- They see their leadership as part of their legacy.

## ***How do you Keep Leaders Involved?***

- Develop a long term vision.
- Keep people fired up. Celebrate victories.
- It really is okay to have fun.
- Delegate. Spread out the work to avoid burnout.
- Use a leader's skills wisely. Don't make them do things they hate..
- Show appreciation. Be generous with your compliments.
- Build a strong support network. No one likes to feel that they are alone.

## ***Power Building Model***

