



March 2023

ClubED

Bite-sized Learning

CEI Monthly Newsletter



Club Education Institute

Welcome to CEI's March Newsletter, which will focus on the Influence Model*.

The Influence Model is aimed at affecting organisational change within your business. It is a powerful framework for driving change within your club and can be applied in a variety of situations.

The Influence Model comprises four key components — role modelling; fostering understanding and conviction; developing talent and skills; and reinforcing with formal mechanisms. In order to successfully implement organisational change, it is important to understand each of these components and how they work together to drive change.

Role Modelling: Centres around setting an example for others to follow. If you are in a leadership role, it is important to model the behaviour you want to see from your team. For example, if you want your team to be more proactive in identifying problems and finding solutions, make sure you are doing the same.

Fostering Understanding and Conviction: Involves helping your team understand why the change is important and why it is necessary. It is important to clearly communicate the benefits of the change and how it will impact the club in a positive way. You should also make sure your team is convinced that the change is necessary and worth the effort.

Developing Talent and Skills: Gives you the opportunity to provide your team with the training and resources they need to successfully implement the changes. This could involve providing training sessions, workshops, or other learning opportunities

to help your team develop the necessary skills to initiate change.

Reinforcing with Formal Mechanisms: Comprises putting in place formal systems and processes to support the change. This could include setting up new procedures, providing additional resources, or implementing new metrics to measure the success of the change.

To successfully implement the Influence Model, it is important to focus on each component and ensure they are all working together to drive the change forward. You will be able to create a culture of change within your organisation and make sure the changes are sustainable over the long term.

This is a powerful framework for motivating transformation within your club, allowing you to successfully implement organisational change and create a culture of change within your club.

The greatest danger in times of turbulence is not the turbulence – it is to act with yesterday's logic.

Peter Drucker

The influence model*, with its four building blocks of change, still works.

*McKinsey's Influence Model
Author(s): Tessa Basford, Bill Schaninger
Publisher: McKinsey Quarterly
Date of publication: 2016

Why it works

People mimic individuals and groups who surround them – sometimes consciously, and sometimes unconsciously.

Role modelling

“I see my leaders, colleagues, and staff behaving differently.”

Fostering understanding and conviction

“I understand what is being asked of me, and it makes sense.”

Why it works

People seek congruence between their beliefs and actions – believing in the “why” inspires them to be in support of change.

“I will change my mind-set and behaviour if...”

Why it works

You can teach an old dog new tricks – our brains remain plastic into adulthood.

Developing talent and skills

“I have the skills and opportunities to behave in the new way.”

Reinforcing with formal mechanisms

“I see that our structures, processes, and systems support the changes I’m being asked to make.”

Why it works

Associations and consequences shape behaviour – though too often organisations reinforce the wrong things.

Upcoming Courses/Seminars:

11 March: 3:30pm-5:30pm — Central West CEI Seminar at Condobolin RSL

13 March: 9am-12pm — Virtual Trainer Facilitated — Advanced Finance for Club Leaders

14 March: 2pm-4pm — New England Tablelands CEI Seminar at Gunnedah Services

16 March: 9am-11am — Northern Metro CEI Seminar at Pittwater RSL

21 March: 9am-3pm — AHG Governance Congress — Brisbane

21 March: 9am-11am — Eastern Metro CEI Seminar at Coogee Legion Club

28 March: 8am-10:30am — Central Coast CEI Seminar at The Breakers Club

30 March: 11am-1pm — Newcastle Hunter CEI Seminar at Kurri Kurri Bowling Club

4 April: 3pm-5pm — Southern Tablelands and Far South Coast at Queanbeyan Kangaroos Club

Industry Events for your Calendar

REGISTER BELOW:

CEI Courses & Seminars

AHG Congress

21-23 March 2023

Clubs & Community Awards

(Submissions are Closed)

Finalists Announced/

Tickets for Sale

13 March 2023

ClubsNSW