

A photograph of several children playing on a large, circular playground structure with multiple wooden beams and platforms. The children are smiling and looking towards the camera. The background is a bright, overcast sky.

The
**CO-OPERATIVE
HOUSING
FEDERATION**
of Canada



Recruiting, training and supporting leaders in education

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Recruiting, training and supporting leaders in education

Today's question

- How can federations effectively recruit, train and support new people to provide education and resources to co-ops, members and managers?

Our challenge

- We want the leaders we rely on to be:
 - *Up to date*
 - *On message*
 - *Well supported*

in their role as educators

The challenge: getting on message

As federation leaders, we need to:

- Identify where our message has changed, or needs to
- Clarify the new message and deliver it consistently
- Identify challenges in getting our message across to co-op members, and overcome them
- support each other in delivering and reinforcing our new message

What does “getting on message” mean?

- Consistent advice and information on:
 - the core content of our education programs
 - the key themes of sound management, good governance and principled leadership
 - the goals and standards of 2020 Vision

Leaders and Opinion Leaders

- Federation directors
- Federation staff
- **Workshop leaders and consultants**
- Agency, CMHC, Provinces
- Key co-op members and directors

What do we mean by:

- ***Sound*** management
- ***Good*** governance
- ***Principled*** leadership

Challenges for educators

- Know and communicate the core governance and management standards
- Build education programs and services around those standards
- Get members thinking about **outcomes** and the best ways to reach them

2020 Vision

- The 2020 Vision Project
- Key 2020 questions
- 2020 certification

Challenges for educators

- Be familiar with and promote the 2020 Vision Project as it evolves
- Know the standards for 2020 certification
- Relate everything we do to the 2020 standards

The End of Participation

- Participation: it's over!
- The message: member involvement

Asking the right question

- How can we get more members to participate?
- How can we get members to participate more?
- **How can we build real member involvement?**

Building member involvement

- Member involvement is the active and voluntary engagement of members in the governance of their co-op and in the life of their community

Challenging the myths

- Professional standards versus volunteerism
- What is democratic control?
- What is affordable housing?
- Participation works

Supporting our educators

- Secure board and staff buy-in for new messages
- Communicate new messages clearly
- Discuss challenges openly
- Update programs and resources
- Reinforce through multiple media:
 - *Leader notes*
 - *Web forums*
 - *Educator events*

Ask your educators

- What's the toughest part of this message for *you* to accept?
- What part of the message will be the toughest to get *co-ops* to accept?
- How will we promote change around these issues?

What did we learn?

- The message matters
- Don't assume that everyone is on message
- If you have a message, tell someone
- Give people a chance to adapt
- Leadership renewal is a golden opportunity to promote change