

REPUBLICANS UNITED

Stand Together. Stay Together. Win in November.

"Empowering the GOP through Effective Delegation" By: Rachel Coleen Woods

Do you do all of the work in your organization? Or do you and a few selected longstanding members of your organization do all of the work? If so, you and the GOP could be missing out on the numerous benefits that stem from exercising one of the most challenging leadership skills known to man – delegation! Delegation can feel *very* risky---especially when we're facing such high stakes as the November elections! Nevertheless, all GOP leaders must understand that effective delegation throughout our organizations will undoubtedly be a key to victory! A little risk is worth the reward.

Why Should Republicans Delegate More?

The Republican Multiplication Factor. The multiplication factor in delegation is the ability of a single leader to indefinitely assume increasing loads of responsibility by delegating. Imagine the impact of delegation during an election year. If we unite in our commitment to delegate more, there will be more active Republicans, which will translate into more Republican voters and a richer pool of talent for future GOP leadership.

Freedom & Perspective. Delegation gives leaders the time needed to do work that is uniquely "leadership" work, such as planning and coordinating. If you do not have the time and freedom to think about the present *and* the future of your organization, you may not be delegating enough.

The Development of New Republican Leaders. There are both new faces and longstanding members among us who do not feel as though they have a voice. We intend to involve younger people and minorities, but do we demonstrate through our actions that they are truly welcome in our organizations? One of the surest ways to give someone a voice is to give them a seat at the table. It is a leader's job to look for the potential in everyone. Every leader can find tasks that can be effectively delegated; this in turn, will free up the time needed to support these new members and leaders. However, even if we want to place someone in a leadership role, will he or she take it? I have learned that no matter how capable I think a person is, he or she is likely to refuse a leadership role if he or she has not been responsible for a smaller task in the past. It comes down to confidence. If a person does not feel ready, no amount of persuading will convince them. Delegation itself develops members' ability to assume more responsibility later. If you do not delegate tasks to new faces, they will never feel ready to lead, nor will they *be* ready to lead.

High Republican Motivation and Morale. Individuals who are assigned responsibility tend to feel a part of their organization and want it to be successful. We need as many champions for the GOP as we can get. After all, active members are more

motivated to donate their time *and their much needed money* to the GOP!

Why Do Republican Leaders Fail to Delegate? We struggle with delegation for the same reason that Democrats do -- this is a bi-partisan issue! Here's the ugly truth: Many leaders lack leadership education or skills. Leaders may be insecure. They may be risk avoiders. Leaders may know too little about others' abilities and motivation. Some leaders may want to avoid the appearance of laziness. They may fear losing a prized role. Still others may have an unrealistic feeling of superiority or fall into the, "I Can do it Better and Faster" trap (which is usually only true in the short-term, if no one else is learning how to do anything). Some people prefer hands on work but find themselves in a leadership role. Still others may have an excessive need for approval. The list goes on. Leaders are human after all, and are therefore flawed. Recognizing the reason we do not delegate enough is the first step.

Reducing the Risk in Delegation. You can reduce the amount of risk involved in delegating by doing the following: (1) Select someone whose talent matches the task (and who has the time and inclination to serve on a particular committee or to complete a specific task); (2) clearly assign tasks/objectives to be achieved; (3) provide necessary resources (from your perspective and theirs); (4) make sure they actually signal to you that they assume responsibility; and (5) respectfully hold them accountable for results through encouragement, goals and deadlines. Without these five steps *effective* delegation has not occurred!

How Much Should Republicans Delegate? If you truly want to make a lasting impact on the people around you, grow your organization and the GOP, all while increasing productivity in activities that help elect Republicans, you should (1) delegate to passionate people whose strengths match the task and who *want* the job, (2) give people room to be creative in their own roles, (3) assign members as much responsibility as they can and want to assume, and (4) give members any and all information and resources that contributes to their success! Remember, that it is a GOP leader's primary job to (1) make sure no one in the organization loses sight of the organization's mission and goals; (2) inspire commitment to the organization's values and vision; (3) track your organization's progress as it relates to the overall GOP victory strategy, and (4) build teams and trust, which are at the heart of great organizations and ultimately winning political parties! Take a chance on someone – he or she may be our next great leader! It just so happens I know a country in need of one.