

## **Club President’s Guide to Keys to Achievement Program**

### **1. Welcome**

Here is a treasure to share with all your BPW club members - the second step in the BPW NZ Mentoring Program. Keys to Achievement (KTA) follows on from the New Member Induction Program and provides a structured program for building the confidence and skills of women within the safe environment of BPW.

The following message is from Alicia Curtis, Western Australia BPW Development Officer, who developed the program for use by BPW Australia and has mentored BPW NZ in revising the program for New Zealand members.

## **Faye Gardiner**

**President BPW NZ**

“The Keys to Achievement (KTA) is a personal and professional development program designed to challenge members of BPW to work through a structured series of tasks to develop key business and career skills as well as enhance your knowledge and commitment to BPW.

BPW founder, Lena Madison Phillips challenged us 75 years ago to build a future together and see what we can create. Keys to Achievement is about learning and leading together in an encouraging environment to see what we can create. It is also about building a stronger organisation that benefits its members and the wider community.

Therefore the program aims to develop leaders. Leaders, who are willing to learn, contribute, act, organise, be passionate and compassionate, and make a difference in our community. For me, this is what BPW Development is all about, helping each other develop and achieve our professional potential.

KTA is an opportunity waiting for you to seize it with both hands to learn more about yourself as a leader and team player, and contribute to this great international organisation. I encourage all BPW members to participate in the program. Not only will you benefit through enhancing your leadership skills and achieving the different accreditations, but I assure you, the journey will be great fun”.

## **Alicia Curtis**

**Western Australia BPW Development Officer**

### **2. Club Action**

1. Introduce the KTA program to your club executive and make sure club leaders know what the program is and how to encourage members to achieve. Receive commitment from the Club executive to be involved in the program and act as role models to the club.
2. Assign your club Mentoring Coordinator to drive the KTA program at your club. You may like to assign two Assistant KTA Coordinators, one for long term/experienced members of your club and one to look after newer members of your club.

#### Club Mentoring Coordinator Responsibility

- Follow up and encourage all members to achieve their tasks.
- Hold one-on-one mentoring sessions with members to examine the tasks that have already been achieved and develop a personal action plan for the remaining tasks.
- Use the Spreadsheet of Club Members to record the progress of all members.
- Introduce all new members to the KTA program and invite them to take it up.
- Organise KTA-themed evenings (more information below)

## BPW NZ KTA Program – President’s Guidelines

- Respond to National Executive with information about how your club is progressing.
- Launch KTA at your club. Each club should launch the KTA program at a club meeting to develop enthusiasm and commitment to the program. Your launch could include an official read of the Message from the National President and Foreword from the Minister of Women’s Affairs, Steve Chadwick. Clubs can show the KTA PowerPoint presentation or overheads and then distribute personal KTA copies to all members. Clubs can also modify the KTA Media release template and send to local newspapers to promote the program in the community.

### 3. Participation

- Hold KTA-themed evenings to focus on club members achieving one task. Use the skills of your members to drive this learning.  
EXAMPLE: The marketing expert in your club could hold a session on “Marketing and Community Consultation” to guide members through Silver Level, Task 6 in writing their 3-point marketing and consultation strategy for the club. Then assign each member with one strategy to follow up.
- Hold a club competition between members to recognise members who achieve their levels the fastest!
- Invite members to partner with each other to mentor each other through the KTA program, this could work in with your club mentoring program.
- Promote the recognition of levels achieved at the club and promote members as to the level they have achieved:  
Bronze Level - Graduate    Silver Level - Professional    Gold Level - Fellow
- Develop a Club Album of members achieving tasks to record the journey of club members. Assign a KTA club photographer to bring the camera to every meeting. You could also encourage members to be creative and develop a personal visual diary of their KTA journey. Photos, newspaper articles, conference memorabilia, written reports could all be included in the visual diary.

### 4. Membership

- Include the Benefits of the KTA Program in visitor and new member packs to promote the benefits of involvement in the program.
- All new members should receive a copy of the KTA program when they have completed their New Member Induction Program.
- Modify and send the Press release to local newspapers at the launch of the KTA program at your club.

### 5. KTA Tools

Available for download on the website:

- KTA Powerpoint
- Template for Spreadsheet of Club Members
- Template for Member Level Action Plans
- Benefits of the KTA Program
- Template for Press release

### 6. Why should the President complete the KTA program?

- Be one of the first members recognized formally through BPW’s national development program.
- Promote “getting involved” in your club by participating on the KTA program.
- Achieve the highest level of recognition and become a Fellow of BPW NZ.