Welcome to Department Leadership National Conference
MISSION STATEMENT

In the spirit of Service, Not Self, the mission of the American Legion Auxiliary is to support The American Legion and to honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families, both at home and abroad. For God and Country, we advocate for veterans, educate our citizens, mentor youth, and promote patriotism, good citizenship, peace and security.
Who’s Here?

Department Secretaries

Incoming Department Presidents

Incoming Department Membership Chairmen

National Membership Committee Appointees

Incoming and current National officers and Chairmen

National Headquarters Staff
Mahatma Gandhi

You must be the CHANGE you wish to see in the world.
## Two Areas of Focus

**Strategic Plan**

### American Legion Auxiliary

#### 5-Year Centennial Strategic Plan

<table>
<thead>
<tr>
<th>Values</th>
<th>Enduring Core Values and Mission</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission</td>
<td>In the spirit of service, not self, the mission of the American Legion Auxiliary is to support the American Legion and honor the sacrifice of those who served by enhancing the lives of our veterans, military, and their families, both at home and abroad. For God and Country, we advocate for veterans, educate our citizens, mentor our youth, and promote patriotism, good citizenship, peace, and security.</td>
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<tr>
<td>Core Values</td>
<td>Our statement of values is predicated on our founding purposes: Commitment to the four founding principles: Justice, Freedom, Democracy, Loyalty: Service to God, our country, its veterans and their families. Tradition of patriotism and citizenship. Personal integrity and family values. Respect for the uniqueness of individual members. Youthful, open communication is dealing with the public and our members. Adherence to adopted policies and rules.</td>
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### Goal 5

<table>
<thead>
<tr>
<th>With The American Legion, Build Brand Loyalty</th>
<th>Strengthen Departments and Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Define our brand identity and promise</td>
<td>A. Build capacity of all Departments</td>
</tr>
<tr>
<td>B. Build awareness and preference for the ALA brand</td>
<td>B. Invest in training at all levels</td>
</tr>
<tr>
<td>C. Recognize brand loyalty and excellence in promotion of the American Legion Auxiliary family brand</td>
<td>C. Collaborate with Departments in developing innovative organizational and financial performance</td>
</tr>
<tr>
<td>D. Invest in internal and external marketing communications</td>
<td>D. Support the Departments in the development of their Strategic Plans</td>
</tr>
<tr>
<td>E. Optimize mission delivery</td>
<td>E. Expand internal and external alliances</td>
</tr>
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### Goal 6

<table>
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<tr>
<th>Develop Leadership at All Levels</th>
<th>Create an Internal Culture of Goodwill</th>
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<tbody>
<tr>
<td>A. Identify opportunities to attract, engage, and retain members</td>
<td>A. Create multiple pathways to serve</td>
</tr>
<tr>
<td>B. Define, cultivate, sustain, and implement best practices to fulfill the ALA’s Core Values</td>
<td>B. Achieve membership that represents the diversity of our U.S. military</td>
</tr>
<tr>
<td>C. Identify and support volunteer leaders</td>
<td>C. Build trust within the American Legion Auxiliary and with The American Legion</td>
</tr>
<tr>
<td>D. Reward innovative leadership recruitment and development practices</td>
<td>D. Excel at communication</td>
</tr>
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</table>

### Enhance Membership Strength

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<tr>
<th>Achieving Goals 5, 6, 3, and 2 will lead to success in achieving Goal 1</th>
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*In the Spirit of Service Not Self for Veterans, God and Country*
Two Areas of Focus

**Strategic Plan**

**ALAF Endowment**

Give today so we can help him protect our freedom tomorrow.
This isn't my mother's Auxiliary.
Centennial Strategic Plan

• 1. Enhance Membership Strength
• 2. Create an Internal Culture of Goodwill
• 3. Develop Leadership at All Levels
• 4. Strengthen Departments and Units
• 5. With The American Legion, Build Brand Loyalty
The Kinder and Gentler Member

Pollyanna

Maria von Trapp
Servant Leaders
Servant Leaders
Servant Leaders
Servant Leaders

In the Spirit of Service Not Self for Veterans, God and Country
Nine Behaviors of Servant Leadership
Nine Behaviors of Servant Leadership

• 1. Serve First
Nine Behaviors of Servant Leadership

• 1. Serve First

• 2. Build Trust
Nine Behaviors of Servant Leadership

• 1. Serve First
• 2. Build Trust
• 3. Live Your Values
Nine Behaviors of Servant Leadership

• 1. Serve First

• 2. Build Trust

• 3. Live Your Values

• 4. Listen to Understand
Nine Behaviors of Servant Leadership

• 1. Serve First

• 2. Build Trust

• 3. Live Your Values

• 4. Listen to Understand

• 5. Think about Your Thinking
Nine Behaviors of Servant Leadership

• 1. Serve First
• 2. Build Trust
• 3. Live Your Values
• 4. Listen to Understand
• 5. Think about Your Thinking
• 6. Add Value to Others
Nine Behaviors of Servant Leadership

• 1. Serve First
• 2. Build Trust
• 3. Live Your Values
• 4. Listen to Understand
• 5. Think about Your Thinking
• 6. Add Value to Others
• 7. Demonstrate Courage
Nine Behaviors of Servant Leadership

1. Serve First
2. Build Trust
3. Live Your Values
4. Listen to Understand
5. Think about Your Thinking
6. Add Value to Others
7. Demonstrate Courage
8. Increase Your Influence
Nine Behaviors of Servant Leadership

• 1. Serve First
• 2. Build Trust
• 3. Live Your Values
• 4. Listen to Understand
• 5. Think about Your Thinking
• 6. Add Value to Others
• 7. Demonstrate Courage
• 8. Increase Your Influence
• 9. Live Your Transformation
So, what if we... lead like Servant Leaders?