Application: 11060

Page: Entry Information

Chapter

Greater Los Angeles

Chapter Size

Very Large (761-1200)

Category

Leadership

Program Name

Speaker's Workshop

Each question is worth 20 points and will be scored using the following rubric:
(1-5) Poor Didn't effectively answer the question
(6-1) Fair Answered the question
(11-15) Good Answered the question with more detail
(16-20) Excellent Went above and beyond with proven results and visible data

Describe the program and why it fits the category. (20pts)

The CAI Greater Los Angeles Chapter (CAI-GLAC) demonstrated exemplary leadership in fostering strategic growth and member engagement through its innovative 2024 Speaker's Workshop.

Recognizing a need for increased speaker presence within the chapter, CAI-GLAC sought to encourage and empower new speakers to step forward, and help members develop their own leadership skills. Programs and Expo Committee Co-Chairs, Lyndsie Dellefield and Sascha Macias, along with Education and Development Committee Co-Chairs, Shauna Gatlin and Amy Yankauskas, collaborated with Kelly Zibell from the CAI BayCen chapter to develop and execute the Speaker's Workshop.

This program was approved by CAMICB to provide 3 CEUs.

Workshop Structure

--Introduction: Facilitators Kelly Zibell and Sascha Macias presented key skills and techniques for effective public speaking, covering preparation, overcoming fear, and strategies for impactful delivery.

--Interactive Session: A toastmasters-style exercise encouraged each participant to speak on a given topic for 2-3 minutes. Peer feedback was provided through written evaluations and verbal discussions, creating an engaging and supportive environment.

--Path to Engagement: Sascha Macias concluded the workshop with guidance on how participants could further engage as speakers within CAI-GLAC, including expectations for volunteering at chapter events.

How did this program meet the mission and vision of the chapter and CAI as a whole including fostering an inclusive environment that reflects and serves our diverse community? (20pts)

This initiative directly aligns with CAI's mission by strengthening leadership within the chapter and equipping members with essential skills to contribute meaningfully to the community association industry.

Strategic Contribution to Leadership Development

CAI-GLAC has long championed a "Path to Leadership" initiative, encouraging members to engage through a structured journey from involvement to leadership. The Speaker's Workshop seamlessly aligned with this strategy by providing an entry point for members to develop confidence and expertise—whether as a first step toward committee volunteerism or as an alternative path to making a meaningful impact within the chapter.

By fostering public speaking skills and encouraging active participation, CAI-GLAC's 2024 Speaker's Workshop has contributed to the overall growth of the industry and strengthened the chapter's succession planning efforts. This initiative exemplifies leadership by identifying a key developmental need, creating an effective solution, and inspiring members to take the next step in their CAI journey.

For these reasons, we proudly nominate the CAI Greater Los Angeles Chapter for recognition in the Leadership category of the CAI National Awards.

What was the impact on the chapter and its members after completing the program? (Growth of membership, financially, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20 pts)

The workshop exceeded expectations, running beyond its allotted time due to participant enthusiasm. The post-event survey received overwhelmingly positive feedback, and the demand for a repeat session in 2025 was immediate. More significantly, at least five attendees went on to speak at chapter events throughout the year, and one has been confirmed as a co-presenter for the next Speaker's Workshop.

Survey comments from some of the attendees:

"I do a lot of presentations online for my clients, but I often have weeks to prepare the subject matter and presentation format. This was intriguing because it required presenting subjects off the cuff and in a public setting. Not that I was excited to try it, but I definitely want to grow in my skillsets."

"It gave me the confidence to realize that I am capable, and that there are many of my peers in the same boat. There is comfort in knowing that I am not the only one who is interested in participating in more CAI speaking events but terrified of trying."

Provide quantifiable data supporting the rationale for success. Include why this data is significant. (20pts)

Held immediately following a monthly luncheon, the workshop initially aimed to host 25 attendees but was expanded to accommodate 40 due to high demand. The goal was to provide members with an opportunity to develop confidence in public speaking while fostering peer support and mentorship.

The attendees who completed the survey gave it some of the highest ratings of any of our programs in 2024.
--Please rate the speakers: 5.0 out of 5
--Rate your overall experience: 5.0 out of 5
--Lively and interesting: 4.86 out of 5
--Easy to follow: 4.86 out of 5
--Met your expectations: 4.93 out of 5

What are your plans to maintain the momentum of this program moving forward? (20 pts)

For 2025, we plan to build upon the success of the 2024 Speakers Workshop by incorporating participant feedback to enhance the experience. One key improvement will be restructuring the program flow—starting with an overview of the "Path to Engagement" and chapter speaking requirements before transitioning into the instructional and interactive segments. This adjustment will provide attendees with a clearer understanding of the opportunities available to them before diving into skill-building activities.

Additionally, we will move the workshop to a larger venue with improved lighting and a bigger screen to enhance visibility and engagement. While we expanded ticket availability last year to accommodate demand, space constraints remained a challenge, so this change will allow for greater accessibility and comfort.

Regarding scheduling, although one attendee noted that holding the workshop after a luncheon made for a long day, more than 85% of survey respondents indicated that the timing and location positively influenced their decision to attend. Given this strong preference, we will maintain the post-luncheon timing for 2025.

These refinements aim to create an even more valuable and impactful experience for participants, ensuring they leave feeling confident and prepared to take on speaking opportunities within the chapter.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

Would you like to upload additional documents?

Yes

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