

# Leaders are made, not born

It's just about impossible to belong to the Women's Institute without frequently seeing and hearing the word "leadership."

It is, however, no easy task to fully comprehend and apply the complex dimensions of the word.

If someone asked you to define "leadership" right now, what would you respond?

Most dictionaries state things like "the ability to lead, guide, conduct or give direction to" an individual or a group. But when you stop to think about it, there's much more.

Indeed there seems to be enough material available to write not just a book — but a series of books — on leadership. Some of these books have already been written and can be found at the local library. The problem is that few are directed at the women of rural Ontario who strongly influence the decision-makers of today and tomorrow.

We, at the Ontario Ministry of Agriculture and Food don't believe leaders are "born." We believe leadership is a skill that can be developed, and we are constantly seeking new and exciting ways to help those in the rural communities develop those skills.

Another way OMAF promotes leadership skills is, of course, through the magazines and newsletters it publishes, including **Home & Country**.

The dilemma facing those of us responsible for **Home & Country** is this: How much of the magazine's content should be devoted to leadership related topics, and which topics are of greatest interest to our readers?

In other words, should we be devoting just two pages per issue to leadership-related topics or would four or six pages be better? Are you more interested in reading about leadership styles or about specific skills such as public speaking and social recreation? Would you prefer stories that featured case histories of clubs and how they solved specific problems?

When we sat down to discuss leadership, many questions arose about what **Home & Country** readers want and need versus what we at OMAF think readers want and need.

For that reason, we have developed



## Leadership Readership

Survey

Please place an "X" beside your answer.

What is your age?

14 to 20 \_\_\_\_\_  
 21 to 30 \_\_\_\_\_  
 31 to 40 \_\_\_\_\_  
 41 to 50 \_\_\_\_\_  
 51 to 60 \_\_\_\_\_  
 61 to 70 \_\_\_\_\_  
 Over 70 \_\_\_\_\_

How would you feel about having a special section in each issue devoted to leadership material?

Like idea \_\_\_\_\_ Don't like idea \_\_\_\_\_ Not sure \_\_\_\_\_

If Home & Country contained a special section on leadership, would you prefer to see it as a "pull-out" section OR as a permanent part of the regular magazine?

Prefer pull-out \_\_\_\_\_ Prefer to keep section in magazine \_\_\_\_\_

To which organizations do you belong?

JWI \_\_\_\_\_  
 FWIO \_\_\_\_\_  
 Both JWI and FWIO \_\_\_\_\_

How long have you been a JWI member \_\_\_\_\_ FWIO member \_\_\_\_\_

How many pages per issue should be devoted to leadership topics?

None \_\_\_\_\_ 1 or 2 \_\_\_\_\_  
 3 or 4 \_\_\_\_\_ 5 or 6 \_\_\_\_\_  
 More than 6 \_\_\_\_\_

Are you currently attending school? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please indicate the academic level.

Secondary \_\_\_\_\_ Other \_\_\_\_\_  
 College/university \_\_\_\_\_

Which leadership topics interest you the most? (Please rate on a score of 1 to 10, with 10 being the highest score.)

Working in a group \_\_\_\_\_  
 Being a good chairman \_\_\_\_\_  
 Motivating your club \_\_\_\_\_  
 Finding/keeping volunteers \_\_\_\_\_  
 Group success stories \_\_\_\_\_  
 Role of the chairman \_\_\_\_\_  
 Group dynamics \_\_\_\_\_  
 Leadership styles \_\_\_\_\_  
 New leadership aids \_\_\_\_\_  
 Social recreation \_\_\_\_\_  
 Public speaking \_\_\_\_\_  
 Values and motivation \_\_\_\_\_  
 Listening skills \_\_\_\_\_  
 Working as a team \_\_\_\_\_  
 Other \_\_\_\_\_

Which of the following best describes the setting in which you live?

On a farm \_\_\_\_\_ In a rural setting \_\_\_\_\_ Village/Town \_\_\_\_\_ City \_\_\_\_\_

Are you now, or have you ever, attended any leadership training sessions?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, where (1) \_\_\_\_\_ and when (1) \_\_\_\_\_  
 (2) \_\_\_\_\_ (2) \_\_\_\_\_  
 (3) \_\_\_\_\_ (3) \_\_\_\_\_

Would you be interested in attending any leadership training sessions (workshops, etc.) in future?

Yes \_\_\_\_\_ No \_\_\_\_\_

a Leadership Readership Survey, which appears on this page. It would be greatly appreciated if you could take a few moments to fill in the blanks and return the survey to **Home & Country** so we might better serve your needs in future.

Complete surveys should be returned by April 30, 1986.

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