

# PROFESSIONAL DEVELOPMENT PROGRAM

## **LEVEL I – BRONZE**

_____	PROJECT MANAGEMENT:	Participate in a community service activity
_____	MARKETING:	Learn how to write a communique/Press Release
_____	CONTINUOUS IMPROVEMENT:	Give a short presentation on “How Optimism Can Make a Better World” or “Optimism as a Way of Life”
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Learn the 5 purposes of an Optimist Club
_____	COMMUNICATION SKILLS:	Introduce a new Member or a guest at a Club meeting/activity.
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer or Club PGI chair in the Member’s Record

## **LEVEL II – GREEN**

_____	PROJECT MANAGEMENT:	Serve as a project committee member
_____	MARKETING:	Prepare a Communique/Press Release for a specific event
_____	CONTINUOUS IMPROVEMENT:	Make a short presentation at a Club meeting about why a prospective member should join your club
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Know Optimist International, District, Zone and Club structures
_____	COMMUNICATION SKILLS:	Write a brief description of a favorite Club project and submit it for either the Club newsletter or the Club Website/Facebook Page
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer or Club PGI chair in the Member’s Record

## **LEVEL III – BURGUNDY**

_____	PROJECT MANAGEMENT:	Serve as a Chair for a community service or fundraising project and write a report about the project to give to the next Chair
_____	MARKETING:	Learn to use Promotional tools (Newsletter, Outlook Mail, Gmail, Constant Contact...) to market your event
_____	CONTINUOUS IMPROVEMENT:	Complete an Optimist Skills Module of your choice and schedule a presentation of the skill at an Optimist Club or other meeting.
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Make a presentation to your Club on the history of Optimist International. (Should use <i>Of Dream’s and Deeds</i> website/book as a resource)
_____	COMMUNICATION SKILLS:	Contact a Club Member that has been missing from Club meetings and events and offer to bring them to the next activity. Check with the Club President first.
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer or Club PGI chair in the Member’s Record

## **LEVEL IV – BLUE**

_____	PROJECT MANAGEMENT:	Serve as a Club Foundation Representative or a Club Chair of a Standing Committee
_____	MARKETING:	Market an event using the Promotional tools
_____	CONTINUOUS IMPROVEMENT:	Make the presentation on the “Continuous Improvement” Optimist Skill Module
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Know the Officers of OI, District and Club (OI President, OI Vice President, District Governor, Lt. Governor & Club President)
_____	COMMUNICATION SKILLS:	Attend a Zone meeting or visit another Club’s meeting and share what is happening with your Club
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer or Club PGI chair in the Member’s Record

## **LEVEL V – BLACK**

_____	PROJECT MANAGEMENT:	Create a Project Plan including a budget for a new community project and present it to the Club Board of Directors
_____	MARKETING:	Learn to use a form of Social Media (Facebook, Twitter, Instagram, LinkedIn...).
_____	CONTINUOUS IMPROVEMENT:	Complete a Second Optimist Skills Module
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Recite (by memory) the Optimist Creed
_____	COMMUNICATION SKILLS:	Make a presentation at another Club's meeting, a Zone meeting or other community organization regarding a Club Service project that your club does.
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer or Club PGI Chair in the Member's Record

## **LEVEL VI – PURPLE**

_____	PROJECT MANAGEMENT:	Create a Project Plan including a budget for a new fundraising project and present it to the Club Board of Directors
_____	MARKETING:	Market an event using Social Media
_____	CONTINUOUS IMPROVEMENT:	Educate a new member(s) on the purposes and benefits of an Optimist Club and Optimist International to children, community and ourselves
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Make a presentation on a program promoted by your Club, District or Optimist International
_____	COMMUNICATION SKILLS:	Attend as a Club Representative at a District meeting.
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer, Club PGI Chair, District Governor or District Secretary as appropriate in the Member's Record

## **LEVEL VII – GOLD**

_____	PROJECT MANAGEMENT:	Participate in the organization of a membership recruitment activity
_____	MARKETING:	Learn how to create a short video
_____	CONTINUOUS IMPROVEMENT:	Serve on the Club Board of Directors, Club officer or Club officer-elect
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Make a presentation at a Club or Zone meeting about the District meeting/Convention you attended
_____	COMMUNICATION SKILLS:	Submit a minimum of 250 written words about an upcoming Club event to either the District website or District Bulletin
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer, Club PGI, Lt. Governor, District Secretary or District Webmaster as appropriate in the Member's Record

## **LEVEL VIII – ORANGE**

_____	PROJECT MANAGEMENT:	Serve as Chair of a membership recruitment activity
_____	MARKETING:	Be part of the team that creates a short video of an event and publish it on social media
_____	CONTINUOUS IMPROVEMENT:	Complete a third Optimist Skills Module
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Make a presentation at a Membership Recruitment Activity, Zone, or District Meeting about Optimist International
_____	COMMUNICATION SKILLS:	Develop a presentation about a Club Project and present it at a meeting
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer, Club PGI, Lt. Governor, District Secretary or District Meetings/Convention Chair or District LD chair as appropriate in the Member's Record

## **LEVEL IX – YELLOW**

_____	PROJECT MANAGEMENT:	Serve as a District committee member
_____	MARKETING:	Learn how to develop a Marketing Strategy and Plan
_____	CONTINUOUS IMPROVEMENT:	Complete a fourth Optimist Skills Module
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Make a Club or Zone presentation on behalf of a District Committee
_____	COMMUNICATION SKILLS	Provide training regarding District Leadership, District project or an Optimist Skills Module to a group outside of your Club
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer, Club PGI Chair, Lt. Governor, District PGI Chair, District Secretary, District LD Chair or District Governor as appropriate in the Member's Record

## **LEVEL X – RECOGNITION AT THE INTERNATIONAL CONVENTION THE YEAR OF OR THE YEAR IMMEDIATELY FOLLOWING WHEN LEVEL X WAS EARNED**

_____	PROJECT MANAGEMENT:	Chair a District Committee
_____	MARKETING:	Create a Marketing Strategy and Plan for Club or District Project or Program
_____	CONTINUOUS IMPROVEMENT:	Attend a Regional Leadership Development Conference or three training seminars/workshops at District Meetings, or three workshops at the International Convention
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Conduct the Skills Development Module, "Orientation to Optimism for New Members," at a Club, Zone, or District meeting
_____	COMMUNICATION SKILLS:	Be part of the team that builds a new Club. Must attend 1 informational meeting and the organizational meeting
_____	CERTIFICATION:	All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer, Lt. Governor, District PGI Chair, District Secretary, District NCB Chair, District Club Fitness Advisor or District Governor as appropriate in the Member's Record

## **ADVANCED LEVELS OF PGI – ALL REQUIREMENTS MUST BE COMPLETED IN PAST 12 MONTHS AND LEVELS MUST BE WORKED ON CONSECUTIVELY**

### **BRONZE CERTIFICATE**

_____	PROJECT MANAGEMENT:	Serve on a District Growth Committee (Membership, NCB, LD & Club Fitness)
_____	MARKETING:	Promote strategy chosen by Committee above
_____	CONTINUOUS IMPROVEMENT:	Assess your year on District Growth committee and report recommendations for continuous improvement in District growth
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Recruit 3 new members in a single Optimist Year
_____	COMMUNICATION SKILLS:	Present this Growth committee strategy to District Executive Committee or Board of Directors
_____	CERTIFICATION:	All activities in this level must be registered/certified by the District Secretary or District Governor as appropriate in the Member's Record

### **SILVER CERTIFICATE**

_____	PROJECT MANAGEMENT:	Create and lead a team to build a New Club
_____	MARKETING:	Create a marketing strategy to recruit a group of members for the new club
_____	CONTINUOUS IMPROVEMENT:	Work with District Club Fitness advisor to develop a plan to administer the New Club
_____	ORGANIZATIONAL KNOWLEDGE & CULTURE:	Follow-up program within 90 days of Club being built Become a Builder of Excellence
_____	COMMUNICATION SKILLS:	Informing and Instructing the community about the structure and importance of a New Club using diverse communication tools. Must use 2 different methods of

\_\_\_\_\_ CERTIFICATION: communication. (Social media, Informational meetings etc.)  
All activities in this level must be registered/certified by the Governor, District Secretary, or District Governor as appropriate in the Member's Record

## **GOLD CERTIFICATE**

\_\_\_\_\_ PROJECT MANAGEMENT: Serve as the District PGI Chair, District Club Fitness Advisor Chair, or on Leadership Development Committee

\_\_\_\_\_ MARKETING: Help create and submit an entry for the "Reel Optimism" video contest

\_\_\_\_\_ CONTINUOUS INITIATION: Initiate the Follow-up plan for the new Club and send a progress report to the District Club Fitness Advisor

\_\_\_\_\_ ORGANIZATIONAL KNOWLEDGE & CULTURE: Mentor another Member to achieve PGI level X

\_\_\_\_\_ COMMUNICATION SKILLS: Develop and present a workshop on PGI at a District meeting

\_\_\_\_\_ CERTIFICATION: All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer, Lt. Governor, District PGI Chair, District Secretary, District NCB Chair, District Club Fitness Advisor or District Governor as appropriate in the Member's Record

## **SUGGESTED READING LIST**

*The Seven Habits of Highly Effective People* by Steven R. Covey  
*Good to Great* by Jim Collins  
*Who Moved My Cheese* by Spencer Johnson, M. D.  
*Start with Why* by Simon Sinek  
*Crucial Conversations* by Kerry Patterson et. Al.  
*Tribes* by Seth Godin  
*Learned Optimism* by Martin Seligman  
*Authentic Happiness* by Martin Seligman  
*Flourish* by Martin Seligman  
*The Happiness Advantage* by Shawn Achor  
*Broadcasting Happiness* by Michelle Gielan  
*The How of Happiness* by Sonja Lyubomirsky

### **For questions or further information please contact:**

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