

VFW Auxiliary Membership Moment

Shrink the Change

UNWAVERING SUPPORT



FOR UNCOMMON HEROES™

Here is a clever self-help technique that you can adapt and share with your Auxiliary members who may be hesitant about recruiting new members. It is called the “5-Minute Room Rescue,” proposed by Marla Cilley, a home-organizing guru who calls herself the Fly Lady.

Here’s what you do: Get a kitchen timer and set it for 5 minutes. Then go to the worst room in your house – the one you’d never let a guest see – and as the timer ticks down, start clearing a path, and when the timer buzzes, you can stop with a clear conscience.

While there’s not much good in only 5 minutes of cleaning, it gets you moving, and that’s the hardest part. Starting a difficult task is always worse than continuing it. So once you start, chances are you won’t stop at 5 minutes.

If people are facing a daunting task (for example, recruiting new members), and their instinct is to avoid it, you’ve got to break down the task. Shrink the change. Make the change small enough (5 minutes of recruiting at a time) that they can’t help but score a victory. Once people start to clean a single room (or recruit a single new member), their reluctance starts to dissipate, and their progress begins to snowball.