

Why *EVERYONE* Should go to Leadership Training

I. Introduction

- a. One main benefit of BNI is the referral relationships and Thank You For Closed Business that is generated within the chapter.
- b. Certainly the chapter HAS been excellent under the previous LT, but it is time to start looking towards the next group of leaders of the chapter.
- c. One of the things I like MOST about BNI is how the system translates beyond our weekly meetings...

LT Positions

II. Educational Coordinator

- a. **Description:** Select weekly networking tip to present to members or delegate the “Educational Moment” as desired. Communicate with the current LT in selecting a weekly topic to cover. Coordinate Chapter Library if desired.
- b. **WIIFM:** Do you think it would help you gain some practical tips around how to refer more, do more effective 1-2-1, a better weekly presentation, feature presentation if you were the Ed Coordinator? What would your business look like if you were responsible for learning and training the chapter on these topics.
- c. Would it help you in your business to learn how to delegate various tasks and responsibilities to better educate your staff?

III. Visitor Hosts

- a. **Description:** Arrive early to welcome visitors; Fax weekly sign-in sheet to the regional office; Follow up with visitors who have not submitted applications for membership; Introduce visitors to other members; Execute formal visitor orientation following the meeting.
- b. **WIIFM:** What would your business look like if you met and introduced EVERY visitor to your other members? If you followed up with EVERY visitor that did not turn in an application? What happens to your credibility with your members when you introduce them to the visitors with power and passion?

- c. What first impression does your business make on potential clients, guests and vendors? What tips can you pick up from the pre-meeting VH role to improve the first impression of your business?
- d. What better practice to learn how to overcome objections to your own selling process than to convince or “sell” people on joining your chapter! Would learning how to do the formal visitor orientation help you overcome objections when standing in front of your potential customers?

IV. Membership Committee

- a. **Description:** Screen & Interview potential new members; Evaluate participation of members regarding attendance and using the 3/9 month review process; Evaluate formal complaints; Monitor Chapter Growth through the development and implementation of a chapter marketing plan with the VP.
- b. **WIIFM:** What would your business look like if you gained experience in “interviewing” potential new members to the chapter? Would you get any referrals? Would you gain some insight into how to get the “right people on the bus” in your own business using some of the tools contained in the interview guide?
- c. Does your company have an official attendance policy?
- d. Does your company have a procedure to evaluate the effectiveness new and existing employees on a regular basis? Does your company have a mentor program?
- e. What would your business look like if you had an effective system of evaluating and handling formal complaints?
- f. What success drivers does your business use? How are those measured? Would learning about how your chapter creates and measures those success drivers help you develop goals for your own business?

V. Secretary/Treasurer

- a. **Description:** Sets and announces speaker rotation / introduces speakers to the chapter; Sends regional office dues report with new & renewal applications / forms of payment within 24 hours of induction / receipt; reviews and suggests edits to the chapter roster; advises visitors of the investment to join (the “Verbatim Statement”); collects room fees and accounts for the chapter “kitty” as necessary.

- b. **WIIFM:** This is the ultimate position for time management and scheduling. How would your office systems improve if you learned different systems on how to communicate with your renewing members & clients in a timely and efficient manner?
- c. What will happen to your referrals as you learn about each member that you introduce before their 10-minute presentation?
- d. What would happen to your Visibility and Credibility as you practice introducing people with power and passion?

VI. Vice President

- a. **Description:** In the absence of the President, run the chapter meeting; assist President in providing leadership, motivation and direction to the chapter; maintain attendance, referral and visitor records; chair/manage the MC (including development of the Goal 101); acknowledge chapter leaders monthly; act as a liaison between the chapter and the assistant director team.
- b. **WIIFM:** What better position to use to train on how to become an effective leader, motivator, and visionary? Would chairing the MC give you additional insight into how better to chair committees in your business?
- c. Does your business have success drivers, do you know what they are and how to measure them? Do you know what mechanisms will get you to your goals? How do you set goals for your business and how often? How do you measure your progress towards those goals?

VII. President

- a. **Description:** Responsible for running the weekly meeting, LT meetings, liaison between the chapter and the Assistant Director Team, etc.
- b. **WIIFM:** Do you think it would help you learn more how to be a leader within your organization? How to structure and run re-occurring staff meetings? How to be a liaison between your immediate staff and your supervisors?
- c. Are you the CEO of your business? If no, are you the CEO of you? Would it help your business to learn how to track and measure that the leaders in your business are performing their roles flawlessly?

VIII. Conclusion

The purpose of today's presentation was to show you how the LT positions can translate or analogize beyond the chapter roles. Whether you serve in these positions or not, attendance at Leadership Development Training can give you some insight into how your peers execute on their roles and my goal is that you can take at least one bit of information from one of the positions back to your business, to tweak one of your internal business processes to make your business run more efficiently so that you make more money in the coming year.

The dates of training are _____. I'll see you there !!