

Agenda and Curriculum Outline

Visions for Leadership- 2020

The Foundation for Future WBN Leadership



January 14, 2020

6:00 - 7:30 pm

Monroeville Courtyard By Marriott

Enjoy 3 Workshops In One!

Are you a chapter officer or a wannabe officer? Maybe you don't have officer aspirations (yet) but you do care about growing your business through chapter relationships, growing your chapter to help with that, and the health and well-being of your chapter. Then this event is for you!

WBN exists for the reason of Empowering Business Women to Thrive, Grow and Prosper

The 3 Primary Reasons to Join WBN:

- Broaden Your Network – Access to over 20 chapters, networking opportunities at your meetings and events, skill building of your “elevator pitch” and public speaking
- Leadership Development – For deeper relationships with your chapter members and the members of other chapters
- Learning through Education – Grow in business knowledge by gleaning advice from other members and seeing how other women business owners operate their businesses

6:00 - 6:10

Introductions and Welcome Message - Board Members and Education Committee Chairs

Review of the rules for the evening (when questions are welcomed, taking bathroom breaks, etc.)

6:10 - 6:40

Leadership Vision For Your Chapter

Unlike Pinocchio in the Gieco Commercial, we truly *do* see potential in all WBN members! What skills brought you into a leadership role with your chapter? Who are the faces of the future in your chapter? Even if you run your own business, you may not see yourself as a leader or someone who takes on leadership roles. Let's try to examine why and how we can get past that.

There will be a brief (5 min) presentation of the path usually taken from member to officer to board member or committee member/chair, and the WBN procedure guidelines manual.

6:15-6:25 Time for reflection:

- What skills do you have that make you a good chapter officer?
- What skills do you wish to enhance through your leadership role?
- As you move out of your current role, what chapter member(s) do you think is/are best suited to replace you? Why?
- How can you interest that/those chapter member(s) in a leadership role in your chapter?
- What new roles do you want to explore in WBN?

6:25-6:35

Group discussion with your other chapter members in attendance. Share your notes and talk amongst yourselves about how you answered the questions above. Chapters with light attendance can group together for this discussion time.

6:30-6:40

Whole group reconvenes.

- What did you learn from each other? How has this changed or solidified what you may do as officers and to encourage others to take on leadership roles?

6:40 - 7:00

Chapter Growth and Marketing

Marketing isn't all about marketing your chapter for the purposes of recruiting - though that is very important. In your leadership role, it's also about marketing WBN *to your chapter members*, and in turn, making sure everyone is marketing WBN outside of the chapter. What are the tools you need to do that and how do you best utilize them?

6:40-6:45 Where do I find...? Get to know the WBN website:

- Chapter List
- Event and Meeting Calendar
- ByLaws and Procedural Guidelines for My Role As An Officer
- Marketing Materials for your chapter

6:45-6:50

The WBN Facebook page - do you follow it? Do you use it? How should you use it?

Your chapter's marketing - how are you using social media in your chapter?

6:50-7:00

Identifying ways you can be of assistance in passing on referrals while marketing WBN at the same time, educating members about your business and filling openings in your chapter. It's not all about recruiting events!

7:00 - 7:30

Chapter Wellness and the Art of Tactful Diplomacy

Being a leader is tough and can put you in some prickly situations. Even if you all get along amazingly well in your chapter., there are bound to be differences and challenges. As chapter officers, how do you negotiate the channels when the waters are choppy? How does your officer team maintain a united front?

We'll pass out some slips of paper and you can write down a challenge your chapter has faced or is currently facing. Then we'll draw slips from the hat. WBN board members will role play the situations and then have time for some discussion. We'll hope to make 3-4 prickly situations less thorny in this 30 minute segment!

7:30 - 7:35

Wrap Up, Thank You's and Farewells!