

Tips & ideas for increasing value indicators

division of labor	Make it expected that everyone cycles through the positions, especially the easier ones like secretary. Consider shorter terms - 3-6 months instead of a year (except chapter rep... that should stay longer, but can do co-reps). Utilize the position primers so members know what duties the position entails. Do the 6 working genius activity to determine the strengths of each of your members.
speaker spots	Help people brainstorm topics, pass around signup list, take a few moments @ meeting and actively fill it - who hasn't spoken in the last year, who's read a great business book, who could use some brainstorming. Focus on learning topics that will be valuable for everyone. Use a speaker spot for everyone to report back what milestones they accomplished since last time/last month or what they're working on.
attendance	Track attendance, stay on top of it, reach out if someone is missing meetings, especially if they're missing without notifying anyone. Be proactive and kind.
attendance	Take pictures at the events and share them. Get input on timing of events so they happen at a time when most people can attend. If there are members that never attend, reach out privately to see why.
members bring guests	Encourage people to invite friends/network to meetings/open houses using easy tools like facebook invites and the wbn business cards. Periodically, evaluate which categories would be most beneficial for your existing members to recruit.
do guests join	Ensure guests feel welcome, keep meetings productive, send welcome/thank you messages after the meeting and invite them to the next meeting and/or event.
connect outside of meetings	Consider doing a Cards/Coffee/Connect activity at meetings where members add their business card to a pile and at the end of the meeting they are randomly matched to do a 1-on-1 sometime in the next month. Promote the use of the Connection Planner. Use some of your meeting to do a 1-on-1 breakout and either switch every 5 minutes (up to 3x), and/or have each person do their partner's 30second commercial. Try Connection Bingo and make it a contest each quarter.
referrals	Set the tone, make sure you thank the people who have given you referrals or helped you in any way, such as doing work for you or connecting you to a resource. Also thank people for meeting with you 1-on-1.
turnover	Get new members onboarded w/ new member guide and the membership mentoring mixers. Include a mentoring moment segment in your meetings to highlight certain benefits.
growth	Building real connection is one of the most valuable benefits of WBN, so do activities that promote authentic connection such as 1on1s, breakouts, socials, ice breakers, etc. Real conversation is more important than commercials.

REMEMBER:

1. VALUE comes before GROWTH. When there is value, people will naturally invite their friends and be excited about membership. They'll participate and attend as much as possible. People join because they expect to receive some value for their time and money.
2. Help to maximize the value at each of the 8 steps along the member journey.
3. NET VALUE is a function of the benefit they're getting offset by the amount of energy they have to put into things that don't benefit them.
It is absolutely true that the more you put in the more you get out of WBN.
4. The higher your score, the more you're able to ask of your members. The lower your score, the more urgently you need to zero in on value enhancing activities without pressuring people to do things for WBN or ask friends to come.

You've got this! Have fun with it!