

# TOP 10 JOB ESSENTIALS: President

## 1. **Be early for the meeting.**

You are the team leader. Members will follow your lead. If you don't respect the meeting start-time, neither will they. Leaders set the tone and pace and it begins before the meeting. Always start the formal meeting at the established minute. A timely leader appears professional and in control.

## 2. **Be prepared for the meeting.**

The president sets the meeting tone. When Presidents are prepared and organized the meeting runs smoothly and professionally which reflects well on the entire group. Prepare by knowing what presentations need to be made (Notable Networker, Member Inductions/Renewals, announcements) and who will make them. Do establish a "ritual" for the induction of new members. Check with your Director for suggestions.

## 3. **Follow the agenda.**

It works. The content, order and timing of the agenda are all in place to facilitate the exchange of referrals between members. It was designed that way. Follow the agenda and every meeting will be flawless. There is a reason why the Educational Coordinator time appears before rather than after the SMM. Also, keep the **fun**, in the **fundamentals!** Use the meeting stimulants.

## 4. **Chair the Leadership Team meeting every month.**

As a leader, the only way to achieve success is to define it. A monthly Leadership Team meeting accomplishes this. It's designed to set goals and plan strategies. It also addresses challenges earlier rather than later, before they become insurmountable. The meeting doesn't need to be long, just frequent, i.e. monthly, at minimum. Send a copy of the report to your Director and to the Regional Office (Don@BNIWMass.com).

## 5. **Assign mentors to new members or see to it that the Mentor Coordinator does.**

You are responsible for making sure that every new member is properly orientated to BNI following his/her induction. Many presidents delegate this responsibility to the Mentor Coordinator. Mentors are key to ensure new members or struggling members become strong, productive members. Mentors report to the Mentor Coordinator or, if there isn't one, to the President. Make sure your mentors are effective and active. If they aren't, replace them. The result will be participative, knowledgeable, enthusiastic members and increased referrals.

## **6. Ensure your Visitor Hosts are closing visitors.**

Every Chapter should have a minimum of three visitor hosts. Visitor Hosts are the key to increased membership. Assign a visitor host who is an excellent “closer” to conduct your Visitor Orientation. Are yours trained? Do they "close" each visitor? If not, opportunities for growth are consistently being lost. More **members mean more referred business. Coach them.**

## **7. Coach your EC as to presentation content**

The Education Coordinator reports to the President. This is a key role in providing members with knowledge and understanding about the BNI marketing program and also in motivating members to action. Plan with your EC as to what will be presented each week so that the education moments support the chapter's goals.

## **8. Meet regularly with your Visitor Hosts, Mentor Coordinator and Education Coordinator.**

Your Visitor Hosts, Mentor Coordinator and Education Coordinator are part of your team. Each role has a powerful influence on the members' and chapter's success. When you meet with them once a month, you will be able to coach them so that their roles support the chapter's success plan.

## **9. Communicate with your director.**

Your Director is on your team and is your single greatest BNI resource. Each Director undergoes hours of formal training as well as regular updated workshops about how to make the BNI marketing system work successfully for each member. Your Director is your gateway to the extensive network and knowledge that is BNI. Ask them.

## **10. HAVE FUN!**

You set the tone (we may have mentioned that once or twice!) Within the agenda there is plenty of room for fun and lightness. For example, when you induct a new member have a party! Celebrate the chapter's successes creatively and joyously! Use the meeting stimulants. If you enjoy yourself, so will everybody else. If you need fun ideas, contact your Director - they are the BNI fun team!