



TOP 10 JOB ESSENTIALS: Vice-President

1. Choose the best Membership Committee possible.

The Membership Committee is the chapter's quality control center. The Membership Committee establishes the standards for membership and ensures they are carried out. In choosing a strong committee you can be sure that the chapter will grow and flourish.

2. Make sure each Membership Committee member has been trained for their role.

There are four roles that comprise every BNI Membership Committee. Each role is crucial to the development of strong members and chapters. Choose each role wisely. No one may be on the membership committee who has not been trained at Chapter Success Training. Choose individuals who can make difficult decisions and whose skills are suited to the role.

3. Make sure they do their jobs.

It's one thing to have a Membership Committee; it's another to have a functioning Committee. The strength and success of the BNI marketing system lie within the BNI policies. Enforcing the policies is easy because they work. BNI members create every BNI policy for the express purpose of increasing referred business between members.

4. Ensure the members understand "who does what" on the Membership Committee.

When the members know who on the Membership Committee is responsible for which role, then they will know who to take a challenge to. This keeps challenges out of the meeting. Keeping challenges out of the meeting ensures that meeting is always a positive marketing event.

5. Chair a monthly MC meeting.

Calling for, and chairing, a Membership Committee, at least, monthly will ensure the Membership Committee is proactive and addresses issues before they become concerns. From your monthly Leadership Team Meeting you will be able to present chapter goals to the committee and devise a plan of action to achieve them. The Membership Committee Meeting Report Form in your manual is helpful to keep the meetings on track.

6. Present the stats as though they are the best accomplishments the chapter has ever achieved--because they are. Then enter them to BNIWMass.com.

The PALMS report is the measurement tool. Share the activity and productivity with your members every week. Make sure that the stats are correctly entered after every meeting so that we can assist and help you to interpret their meaning.

7. Enforce the policies--they are your strength.

Chapters that enforce policy are the strongest chapters in BNI because they don't have to decide who is participating and who isn't. The policies provide the baseline for every BNI member and thereby remove the emotional questions of, "Well, he/she has a good reason." Everyone has a good reason but everyone must adhere to policy or the system falls apart.

8. Participate in the monthly L T meeting--you are key because you are the conduit to the MC.

From the monthly L T meeting you'll be able to take strategies back to your Membership Committee that you and they can then apply an action plan to. You and the *M/C* are the implementers.

9. Talk to your director at any hint of a challenge

Your Director 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 and make sure that he/she is invited to your MC meeting.

10. HAVE FUN!

Leaders 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 the chapter has achieved a referral or membership goal-- celebrate! Celebrate the chapter's successes creatively and joyously!! Use the Meeting Stimulants! Acknowledge members who have given the most referrals that resulted in closed business or who brought in the greatest number of qualified visitor prospects. If you enjoy yourself, so will everybody else. If you need fun ideas, contact your Director - they are the BNI fun headquarters!