



Mums in Business

Refer. Respond. Respect. Repay.

VALUE PROPOSITION

Mums in Business (MIB), Est 2016, is a formal networking group of like-minded women who are committed to growing their businesses, and those of their peers. Word of mouth is the cornerstone to any successful business, and a warm lead is far more likely to become a sale than a cold one.

We **REFER** customers to the pertinent person, and in return we receive referrals.

We **RESPOND** to said referrals in a professional and timely manner.

We **RESPECT** our peers and our referred customers. Our behaviour and professionalism (or lack of) directly impacts the relationship our peer has with their referral contact; we promise not to jeopardise their relationships.

We **REPAY** our peers by reciprocating referrals, as well as paying them forward within the group.

GROUP STRUCTURE

Each group is made up of only **one** of each type of business/profession. More than one of any type of business/profession could create disharmony and attrition which would not be good for the success and longevity of the group.

If there is a potential conflict of this structure, (such as two photographers) this is to be discussed between the two pertinent parties. If an agreement of a clean split in how we refer is not reached, we will revert to the 'first in, first served' rule. Note; special circumstances may apply, for example, a residential estate agent & commercial estate agent could both join, and other industries for that matter, provided the affected 2 members confirm that their roles within the group do not overlap.

Membership will be capped at 25 per group. This is to ensure we can strictly keep to our 1.5 hour meeting timeframe.

Members are encouraged to invite potential members to attend a meeting with a view to joining MIB. The invited attendees will be expected to join in in our one-minute pitches. Prior to inviting a potential member, you must run it by the Leadership Committee to ensure they are a viable candidate.

The Group Coordinator and Deputy will be responsible to chair the meetings, field questions, welcome visitors, vet new members and update your group FB page. Together they will handle any disputes, or elevate if necessary.

MEMBERSHIP FEES

Annual membership is \$550 plus GST, however if you pay up front a 15% discount applies.

MEETING STRUCTURE

Meetings are scheduled to run fortnightly for 90 minutes. Please allow for the full hour and a half, try not to be late, nor leave the meeting early.

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| • General Business, apologies, introductions and Motivation | 10 Minutes |
| • Members One Minute Pitch and referral passing | 35 Minutes |
| • First 10 Minute Presentation | 10 Minutes |
| • Second 10 Minute Presentation | 10 Minutes |
| • Education Slot, Guest Speaker or Open Forum | 20 Minutes |
| • Reminder for next 10 Minute Speakers, and Close | 5 Minutes |

CHILDREN

When required, well behaved children are very welcome to attend. This could be due to their pre-school age and a rare childcare issue, sickness, school holidays, teachers only days and the like.

Please be mindful of your fellow members, and bring them something you hope will keep them quietly entertained. If your child decides to act like a child, that is ok, and we have all been there. But please, if it is during a 10 Minute Talk and they can't be convinced to be quiet, please remove them from the room till they have settled down. And don't ever be embarrassed.

MEMBERSHIP EXPECTATIONS

Meeting Attendance

Each Member of MIB entitled to an audience of advocates. If a number of members fail to turn up to meetings, this diminishes the strength of the group and its potential for everyone. It also means that a valuable professional slot is filled with a sub-standard candidate.

A member is entitled to four non-consecutive absences annually. Substitutes, or stand-ins from outside the group are encouraged to fill your seat and speak on your behalf, and will be allocated a one minute slot to promote their own business. A stand-in does not necessarily need to be a mum, but they are required to be female. A stand-in represents your seat, so you will not be marked absent in this situation. However, if sending a sub becomes a habit for an individual, the sabbatical rule (below) may be initiated.

- **Sabbatical Rule** With continued absences or frequent significant latenesses due to personal challenges, the member will be granted a six week sabbatical. After this period, their attendance is expected to return to normal.

If the Coordinator feels the absence entitlement of one member may be being abused, this will be discussed with the member.

Respect

Please respect your peers by silencing your phone for the meetings, and not talking when someone else is speaking.

The One Minute Pitch

Each member is expected to do a one minute pitch of their product/service at each meeting. This is to reiterate to all the members what it is you offer, and keep you front of mind should a member have the opportunity to refer you. It is absolutely fine if you say the exact same thing at each meeting, it is entirely up to you, just as long as your message is clear.

The 10 Minute Presentation

As the meetings are only fortnightly, we hear from two members at each meeting.

The 10 Minute Presentation is to take on any format you choose, and can be interactive or not.

The 10 Minute Presentation is not supposed to be daunting, but the reality is that for a lot of us, the first few times we do it, it is! Just remember you are amongst friends, we are here to support you and your business, and it's ok to stumble over your words or go completely blank. We all do it from time to time.

This is an invaluable part of the meeting, where you can give members an in-depth picture of yourself, your products, and your services. Another benefit of the 10 Minute Presentations is what speaking to the group will do for your confidence, and to gain feedback from your peers in regards to how you promote your business.

If you cannot make your scheduled date for your 10 Minute Presentation, it is up to you to swap with another member, and let your Co-ordinator or Deputy know so the document can be updated.

When it is your turn for the 10 Minute Presentation, that day you are required to post a few highlights to your groups Face Book page, and the remaining members are encouraged to add a comment reiterating what they took away from the presentation.

The Referral Jar

For each referral you receive from another member, a gold coin must be placed in the jar. This money may be used towards social events, and the purchase of coffee for guests.

One-to-One's

Each Member should commit to at least one One-to-One meeting each fortnight. This is an opportunity for you to gain an in-depth knowledge of each other's business, which then enables you to make qualified referrals. One of these meetings a week would be even better.

Guest Speakers

Motivational, Educational, Topical and other suitable Guest Speakers are welcome and members are encouraged to invite them to speak at meetings. The coordination of this lies with the Co-ordinator and Deputy so there are no double-ups at any specific meeting. Money from the referral jar can be used to buy the guest a coffee.

Individual group Facebook Pages

This is your space to advertise special deals, blow your own trumpet regarding your successes, offering and asking for pertinent business advice, telling others about a great experience from a fellow member and maybe linking members to valuable networking ideas.

This is NOT a place to air grievances, or badmouth a peer. Posts of this nature will not be tolerated, and the group Coordinator or Deputy reserve the right to delete any questionable post.

Value Proposition

This must be agreed to and abided by each member of MIB. Breaches of any of our values are to be brought to the attention of the Leadership Committee for intervention.

Resignation/Termination

Resignations from the group are made in writing to the Co-ordinator and members will be required to see out their final month wherever possible.

Terminations will typically be immediate.