

# Melbourne Central Director

The Directors role in Melbourne Central is vital for ensuring all our chapters have members gaining the full potential of their BNI membership.

Melbourne Central directors are knowledgeable in all aspects of the management of BNI Chapters. Through observation directors are to identify opportunities of growth and improvement and then support and influence the leadership teams to continuously move forward.

Directors work with the chapter leaderships to achieve the chapter goals which are aligned with members gaining their full potential of their membership.

Directors are supported by Ambassadors, Area Directors and the Melbourne Central Administration team.

Area Directors provide guidance and mentoring to the directors.

## Job description and Expectations

### Prerequisites

- 1) Extended Leadership Team experience
- 2) In the green
- 3) Mandatory completion of the Director Training (Business Builder) and passport training before starting.

### Job Description

- Attend Monthly Director Meeting First Monday of the month
- Attend Monthly meeting with Area Director meeting
- Attend Chapter Success Meeting of assigned chapter regularly - as agreed with your AD
- Attend assigned Chapter Meeting Monthly
- Regularly contact with the Chapter Leadership. New teams will require more of your time
  - Recommended weekly meeting (depending on the stability of the chapter)
  - online chat group or some other method for regular contact
- Ensure the Meetings are run professionally and to the agenda.
- Ensure the visitor experience is of a high quality
- Ensure the chapters has a passport program set up, implemented and operating effectively

- Ensure the membership committee is working by keeping members accountable through reviews and members in the green.
- Ensure the new application process is effective and completed in a timely manner
- Ensuring the visitor process from the beginning to end is effective. This includes a strong visitor orientation with an ability to follow up long after the visitor attended.
- Ensure the chapter has great communication with members and the chapter has a knowledge depository.
- Leadership change over is coordinated in advance of the dates April 1 and October 1 with a strong leadership team. Leadership teams are assigned in consultation with the Director
- Ensure the Melbourne Central Admin team are kept up to date with assigned roles especially for leadership change over.
- Ensure training is assigned to members either by Director or requesting the Melbourne Central Admin team.
- Succession planning is in place and handovers are in place.
- Communicate with the Area Director regularly to keep the AD up to date with what is happening. This may also include the Operation Managers at times.
- Complete a monthly report on the chapters. Dashboard provided by Melbourne Central Admin.
- Pass on the communications provided by Melbourne Central Admin.
- Attend or undertake training to continuously upskill and improve your knowledge in relation to running a chapter.
- Deliver chapter presentations or a education section regularly
- Ensure chapter plans are current

## **Support for Directors**

To assist Directors influence chapters and the leadership for the above points in the job description the Melbourne Central Team will provide training for LTs as well as DCs via live workshops, videos and leadership round tables.

Melbourne Central would provide resources to assist Directors to educate and influence. Therefore Directors only need to identify opportunities for improvement and identify suitable solutions.

Area Directors provide mentoring and a next level of support when it is more challenging than a chapter's process, procedures and/or ability.

## **Onboarding Process**

1. Recommended by DNA team
2. Check BNI statistics and training
3. Interview with AD & Operations Manager
4. Confirm with the members chapter leadership team
5. Final acceptance by Franchise Owner

6. Acceptance agreement signed
7. Online Training conducted
8. Identify suitable chapter (AD team)
9. Introduction to Director to AD and chapter
10. Admin updates systems
11. Admin send invitations to meetings
12. AD sends invites to meetings

### **Compensation**

Current - \$40 renewal \$80 new member.

### **Reviews**

Directors are peer reviewed to ensure the Melbourne Central Expectations are met.

## **Melbourne Central Mantras, Goals and Expectations**

Do not recreate the wheel.

Remember chapters have a monthly cycle of reflection and improvement through the Chapter Success Meeting.

Chapters need to be held accountable to implement and continue to follow what BNI has provided such as

- the Passport Program
- Membership Committee Activities
- Chapter Success Meeting
- Visitor process

Directors need to be consistent and checking chapters are doing what BNI has provided as listed above.

### **Areas of Focus and goal setting**

#### **Retention**

Retention comes from the quality of the passport program and effectiveness of the membership committee (reviews and accountability). Is the TYFCB for members growing?

#### **Growth**

Growth comes from the chapters ability to invite and manage the visitor experience including follow up tracking. This comes from visitor days or contact/power groups.

#### **Members TYFCB - thankyou for closed business**

This grows when members stay in a chapter and all the chapter members are doing their

BNI KPIs (regular BNI activity). They remain when supported by the retention and growth activities.

### **Chapter Operations**

This is the glue to ensure all these activities are not too time consuming and stressful for members. Communication is effective.

### **Support and BNI Knowledge**

Chapters are guided and supported by BNI policy and support

- Operations Manual
- BNI Business Builder
- National Training
- Directors, Area Directors and Ambassadors
- Melbourne Central Administration training and support.