**Minute Monologue**

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|  | **Expectations of the Value of Membership & Member Experience** | **How Would You Promote the Value of****Women’s Council to…** |
| **Less Than Three Years in the Business** | * ROI of membership
* Professional connections/network
* Referral business/business building opportunities
* Part of a professional group/ successful people ... that ‘I will learn from/absorb’
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| **3 to 5 Years in the Business** | * Guidance, advice
* Needs beyond what broker and the association can offer
* Networking with established members
* One-stop shopping
* Industry knowledge/market intelligence for better business decisions and support of clients
* How to sustain a productive business over time
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| **6 to 10 Years in the Business** | * Sharpening skills; giving and receiving referrals
* A position in the community – showcase my skills/give back; what are the opportunities?
* Be part of a team and produce results/value
* Confidence that opinion is valid; I matter
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| **11 Years to Retirement** | * Tools to increase productivity.
* Strategy for next level of business development
* Advanced education for a mature business
* Different streams of income; financial wellness
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| **Retirement** | * Maintain a sense of engagement/ being a part of a community
* Recognized for ‘status’ in the profession
* Specific education targeted to business/career stage
* ‘don’t want to be used, abused or forgotten’
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