**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’ |  |
| **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 |  |
| **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 |  |
| **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 |  |
| **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’ |  |