

Business Swap International

Swap Australia Limited
ABN 39 087 941 231



A GUIDE TO THE ROLE OF THE BUSINESS SWAP CLUB PRESIDENT

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Thank you for your willingness to take on the role of President in your club. This year will offer you tremendous personal growth as you assist your fellow members to grow the organisation and themselves personally and professionally.

The purpose of Business Swap is to foster the professional and personal development of our members through education, motivation and experience.

The role of the Club President and Leadership team is to:

- Act as custodian of members' funds, the Business Swap brand and local club operations;
- Implement and execute the benefits of Business Swap via weekly meetings and the Professional and Personal Development program; and
- Provide the platform for members to develop themselves both professionally and personally.

To successfully lead a Business Swap club, the desirable criteria for a Club President is:

- √ Have a professional business attitude
- √ Growth mentality for yourself, your team, fellow members and the club
- √ Ability to manage the club operations in a professional business manner
- √ Ability to motivate others towards the Business Swap goals and vision
- √ Understand that the Presidents role is to serve it's members and themselves
- √ Ability to create and empower a team with integrity
- √ Respect the commitment required to be a President
- √ Be an effective communicator with members and leadership teams
- √ Ability to effectively delegate roles and responsibilities
- √ Commitment to continual growth – personally and for Business Swap
- √ Ability to achieve goals and maintain the vision for the long term success of Business Swap

Taking on the role of President does require a commitment from you.

A commitment to:

- Follow the procedures outlined in the Club Success Manual and as provided by Swap Australia throughout the year
- Uphold the Business Swap Code of Ethics
- Follow Swap Australia policy and implement any new initiatives or changes; and
- Be prepared to make yourself available for the following State and National functions

Event	Duration	Held	Budgeted
Presidents Orientation	2 days	3rd weekend in August	1 attendee. <i>Airfare budget will be provided prior to training</i> , additional attendees \$140 plus flights if required
Presidents Induction	1.5 days	Wed & Thurs before National Convention in same venue	1 attendee, additional attendees \$350. <i>Airfares not covered</i>
National Convention	3 days	In Sep/Oct each year	Your expense
Presidents Teleconference meetings	2 hours	3rd Wednesday of the month (PM)	Phone card may be reimbursed by your club
State Training	1 day (Sat or Sun)	NSW – 3 rd Saturday in October QLD – 2 nd Sunday in November WA – TBC – in Oct or Nov	There is no limit to attendees, so all can benefit
Leadership Summit	2 days	3 rd weekend in March	2 attendees. <i>Airfare budget will be provided prior to event</i> , additional attendees \$140 plus flights if required

From time to time, some events are held at a different time than published here. Be sure to check the annual event schedule for change of dates.

Business Swap Code of Ethics:

Business Swap is dedicated to the development of the individual. Part of this development, and the smooth running of the Club requires adherence to the code of ethics. These are:

1. To maintain a high standard of business excellence and service
2. To conduct ourselves with honesty, integrity and competence
3. To commit to self improvement on professional and personal levels
4. To respect the privacy, rights and interests of all others

Leadership Team

The first step for a Club President is to surround yourself with a proactive team of people who can help you achieve the club goals and create a profitable and successful club.

To help support your role as President and to assist in the operations of the club, ideally your leadership team will consist of the following roles:

- Vice President
- Treasurer
- Membership Coordinator
- PPD Coordinator
- Publicity Coordinator
- Speaker Coordinator
- Front Desk
- Communication (newsletter & website)
- Meeting Planner
- Secretary

For details of each of these functions please read their respective Guides in the Manual.

Club Operational Models

Round Table: A Round Table is a small structured forum with a minimum of 3 people. Every member is encouraged to initiate a Round Table on a topic of interest to them and useful in their business. Round Tables are exclusively for members.

Professional Education Group: A Professional Education Group is a structured breakfast meeting (a run sheet similar to the regular breakfast seminar is used). This format includes a discussion or workshop and may also incorporate a short 10 – 15 minute presentation.

Breakfast Seminar: The regular Breakfast Seminar remains unchanged - a structured breakfast meeting that includes a 30 -35 minute presentation from a guest speaker.

Business Swap clubs may operate under either one of the following two structures:

Club Operational Model One

- Conduct a weekly Business Swap Breakfast Seminar - Potential members may attend this meeting a maximum of 3 times.
- Provide Round tables - Exclusively to Members
- Facilitate and support members in achieving the Professional and Personal Development Program.

Club Operational Model Two

- Conduct a monthly Business Swap Breakfast Seminar (structured breakfast meeting that includes a 30 -35 minute presentation from a guest speaker).
- Provide a weekly Professional Education Group (structured breakfast meeting that includes a discussion or workshop and may also incorporate a short presentation).
- Potential members may attend either a seminar or P.E.G meeting (in any combination) a maximum of 3 times.
- Provide Round Tables - Exclusively to Members
- Facilitate and support members in achieving the Professional and Personal Development Program.

Clubs currently using Model One, providing weekly breakfast seminars, are encouraged to maintain this successful format. New clubs launched will operate under Model Two.

If your club would like to change the model under which they operate, please discuss this with the National President.

Breakfast Seminar

Most important function of the President is to preside over the regular seminar. This is the flagship of the Business Swap products and has the most impact on potential members. The following outlines how to make sure your seminar is the best it can be. A full run sheet along with sample scripts for each function of the seminar can be found in the Club Success Manual CD.

Before the seminars

- Ensure your Speaker coordinator has secured a speaker for that week
- Ensure there is an appropriate gift for the thought of the day and guest speaker
- Ensure there is a raffle prize
- Ensure the meeting roles have been allocated

Must do's at the seminar

- Use the run sheet
- Start on Time
- Statement of Purpose
- Welcome speaker, dignitaries and guests
- Thoughts of the day
- 5 Minute speaker (or inductions)
- Club announcements (Round Table meetings, Awards, PPD Program etc)
- Promote Business Swap National, State and local events
- Have a Guest Speaker
- Membership drive
- Run a raffle
- Affirmation at finish of seminar
- Finish on time
- Complete seminar report and send to the Swap Australia office.

Can Do's

- Business Wins-of-the-week (recommended if time permits)
- Networking session (recommended if time permits)
- Member announcements (recommended if time permits)

Don't Do's

- Anything opposite of the above Must and can do's
- Affirmation at the start of the seminar
- Political or religious announcements
- Announcements by non-members
- Non members as 5 minute speaker
- Sergeant-at-arms fining

After the Seminar

- Reporting to Swap Australia, via the template supplied. This takes 5-10 minutes to complete.
- Make sure a newsletter goes out on a regular basis
- Ensure guests are followed up by email or phone.

Seminar Environment

- Seminar room spacious
- No outside interference during seminar (piped music, other patrons in venue etc)
- Parking available

- Good quality meals and service
- Reasonable price

Professional Education Groups

If your club is operating under the Club Operation Model Two, you need to ensure that your club is meeting weekly and holding Professional Education Groups. The following outlines how to make sure your Professional Education Group is the best it can be. A full run sheet along with sample scripts for each function of the Professional Education Group can be found in the Club Success Manual CD.

Before the seminars

- Ensure there is a topic of discussion allocated in advance
- Ensure there is a facilitator or guest present for the discussion topic
- Ensure the meeting roles have been allocated

Must do's at the Professional Education Group

- Use the run sheet
- Start on Time
- Statement of Purpose
- Welcome guest presenter (if applicable), dignitaries and guests
- Thoughts of the day
- 5 Minute speaker (if applicable)
- Club announcements (Round Table meetings, Awards, PPD Program etc)
- Promote Business Swap National, State and local events
- Guest Presenter / Discussion group
- Membership drive
- Affirmation at finish of seminar (if appropriate)
- Finish on time
- Complete seminar report and send to the Swap Australia office.

Can Do's

- Business Wins-of-the-week (recommended if time permits)
- Member announcements (recommended if time permits)

Don't Do's

- Anything opposite of the above Must and can do's
- Affirmation at the start of the seminar
- Political or religious announcements
- Announcements by non-members
- Non members as 5 minute speaker
- Sergeant-at-arms fining

After the Seminar

- Reporting to Swap Australia, via the template supplied. This takes 5-10 minutes to complete.
- Make sure a newsletter goes out on a regular basis
- Ensure guests are followed up by email or phone.

Involvement in Committee meetings

To assist in the successful operations of the club, it is important to hold monthly committee meetings which are run as a business meeting with minutes taken and actions allocated. You should prepare a written President's report for each meeting and other committee members should do the same (PPD Coordinator, Membership, Treasurer etc). This is also the appropriate place to update your team on information from the National Leadership team.

Maintaining Standards

In addition to running a professional breakfast meeting there are other standards that need to be maintained at a local level. As Club President you are expected to follow Swap Australia policy and implement any new initiatives or changes. It is important that you fully read the Club Success Manual to gain an understanding of the standards required to be maintained.

Communications

It is important that your club produces a weekly newsletter to effectively communicate with members and guests on the upcoming Business Swap activities. Swap Australia provides an internet hosted template for your use.

You may also choose to do a monthly President's update to members only, to keep them up to date on local club activities, national activities and various opportunities.

Financial

- Your Club should operate profitably and accumulate funds for benefit of members
- Maintain a minimum of \$5.00 margin over cost for members meals
- Guests should be minimum \$10.00 more than members (*Recommended \$20.00*)
- Raffles supplement profit. There is no need to separately account for raffles.
- Funds raised are to assist in the operations of the club, thank you gifts for leadership team at the end of the year, frames for certificates, etc.
- Any donations your club wishes to make, please ensure it is approved by the National Executive first.

Handover Procedure

The changeover to the new administration occurs around National Convention time. This should be the week after the National Convention. (Sep/Oct). At this time you should consider the following

- Purchase appropriate gifts and certificates for your committee. Swap Australia will provide blank certificates for you to use
- As incumbent President you start the seminar as usual and use the 5-minute spot for the handover
- Thank personally all committee members for their contribution and give them the gifts
- Introduce the new President who will give a short vision statement
- The new President continues to run the seminar after the handover

**The following checklist is a guide
to help you successfully fulfil your role as Club President**

Activity	Completed
Diarise all events that are scheduled for the year: <ul style="list-style-type: none"> √ Presidents Orientation √ Presidents Induction √ National Convention √ Monthly Teleconference meetings √ State training √ Monthly committee meetings √ Weekly breakfast meetings √ Leadership Summit 	
Read the Club Success Manual from cover to cover	
Read the Membership Application form to gain a full understanding of all the membership benefits provided by Business Swap, and become familiar with how to fill it in, so you can assist new members	
Read the Success Journal, which details the PPD Program, to gain a full understanding of the program	
Invite people to be a part of your Leadership team	
Provide each person on the leadership team the relevant documents for their role, which can be found in the Club Manual CD.	
Read the Club of the Year & President Criteria prior to your term beginning	
Create a club Business Plan with your leadership team, and submit to National President	
With the Treasurer, create a club cashflow budget, and submit to National President	
Weekly – prior to the meeting	
Prepare meeting run sheet	
If presenting membership or PPD Certificates ensure they are framed	
If you are unable to attend the meeting, make sure you have an appropriate replacement and they are briefed accordingly	
Weekly – at the meeting	
Ensure team members are fulfilling their roles to assist the flow of the meeting	
Greet members and guests	
Follow the meeting run sheet	
Run a professional meeting	
Weekly – after the meeting	
Send meeting report to office@businessswap.com.au	
Monthly	
Organise & attend Club Leadership Team meeting	
Review Club Business Plan	
Prepare & submit Monthly Performance Checklist for National President	
Attend Presidents Teleconference call	
Yearly	
Purchase gifts for outgoing leadership team	
Run one Building Better Business seminar (goal of 100+ attendees)	
Host at least one Club social activity	