



# Chapter Business Plan

## A Plan of Action

### Guidelines

1. Ask the following eight questions
2. Complete the business plan
3. Print copies and distribute to all chapter members
4. Review this business plan on a regular basis

### Cover Page

1. Chapter Name
2. Leadership Team Names & Contact Info
3. Ambassador/Director Names & Contact Info
4. Date of Plan

### Page Two

1. Mission Statement (Keep it SIMPLE...)
  - Answer Question #1: Why do you meet every week?
2. Membership Plan
  - Answer Question #2: How many people are you looking for in your referral network (chapter)?
  - Answer Question #3: What Power Teams could use more representation?
  - Answer Question #4: What specific professions do you want to add to your referral network?
  - Answer Question #5: What are you going to do to attract these people?
3. Referral Plan
  - Answer Question #6: What is the average number of referrals you expect each week?
  - Answer Question #7: How are you going to monitor the quality of those referrals?
  - Answer Question #8: How are you going to provide feedback to individual members and to the chapter?
4. Set a Schedule
  - a. Regular time and day of month for Leadership Team Meetings: \_\_\_\_\_
  - b. Next Visitors Day: \_\_\_\_\_
  - c. Next Stack Day: \_\_\_\_\_
  - d. Other Events: \_\_\_\_\_