



Outstanding Director Program Giving It Context

What is the purpose of the Outstanding Director Program (as laid out on the last page)? Alternatively stated, what is the vision for AmSpirit Business Connections, how does the Outstanding Director Program play into that vision and, finally, how does the Program benefit those Directors that choose to participate?

First, the vision for AmSpirit Business Connections, in succinct terms, is to create a vast community of dynamic and caring business professionals empowering each other to greater success. In other words, AmSpirit Business Connections will create a system of regions and Chapters (certainly nationally, but potentially internationally) that are made up of top-notch entrepreneurs, sales representatives and professionals that care about one another and work to help one another succeed. While not everyone can be a Director, through the efforts of the national office, Directors and members will find, recruit and retain people that understand small business, get the notion of professional networking and are eager to share that with other in the organization.

To see this, picture for yourself a Chapter of all the great business types you know. Some of these people may be members already. Some of these people may have been members (and left for whatever reason). Some of these people may be just people you know who could be part of AmSpirit Business Connections. Whoever these people are, they are individuals who embody the attitudes and habits contained in *Foundational Networking*.

Now imagine hundreds of these Chapters around America ... in and around every decent sized metropolitan area ... meeting most weekdays ... each following the AmSpirit Business Connections protocol. For that to happen, we need top-notch Directors – we cannot expect to have any better members in the organization than those who lead them. The Outstanding Director Program is just one means of ensuring that this happens.

- **Participation & Involvement** ... We cannot expect members to attend organizational events unless Directors do so. However, Directors need to do more. They must – from time to time – take an active role in facilitating and presenting at these events.
- **Following The Protocol** ... We cannot expect our Chapters and members to focus on their own success in AmSpirit Business Connections, if we are not somewhat interested in that success. Directors need to ensure that their Chapters are doing the right things ... appropriately, timely and effectively.

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- **Leading As True Networkers** ... AmSpirit Business Connections is about giving. Those who give more, get more. Directors need to lead by example on this.
- **Thought-Leadership** ... Bringing a group of people together is no great feat in and of itself – people do it daily in real life and through social media. The great differentiator is knowledge and know-how. Directors need to make an effort to understand networking and business relationship management on a higher level than the average member and be willing to share that knowledge both inside and outside the organization.

How this plays into benefiting individual Directors will certainly vary from individual Director to Director. Certainly, those Directors who embrace this program will simply have more success in their respective involvement with AmSpirit Business Connections – both as a member and a Director.

More generally, success in anything is a multi-faceted effort. The successful business leader is successful on lots of fronts. He or she is a prominent contributor to the community. He or she is committed to family and friends. He or she is always striving to do better him or herself. However, it is important to note that the business leader does not contribute, commit or strive because of their success. Rather, it is the contribution, commitment and striving that makes them successful. With that, being a more proficient Director serves to create success in other aspects of their life.

Like any goal or achievement, it is up to the individual Director to monitor their progress. As such, each Director in this program should use the criteria summary checklist below to monitor their performance on the Outstanding Director program.

