

Best Practices Manifesto for Midsize NSA Chapters

1. Keep your ego intact. The number one thing to remember is, “It’s not about me, it’s about we”, when considering how to move your chapter ahead.
 - a. Some chapter presidents have taken their chapters off course and upon a course that’s altered the progress of the chapter. Don’t think you possess insight that’s contrary to ‘Best Practices’. Best practices have been developed/created to serve as a guideline for you.
2. Invite all chapter members to the traditional dinner with the chapter’s monthly speaker. Don’t set your chapter’s board as an elitist group. If you do, you could run the risk of sending a subliminal message of “we’re better than you”. As a midsize chapter, you have to set the tone and groundwork that indicates you’re open and welcoming to all members. After all, you don’t have the largest pool from which to draw members to serve in leadership positions.
3. Don’t assume you know everything about running the chapter, you don’t!
4. Seek to create programs that will engage your senior chapter members with those that are less experienced in the speaking industry. Most experienced chapter members are glad to participate in programs that allow them to display their skills, as long as they feel a program is not frivolous.
5. Above all, remember you’re always negotiating (i.e. The things you do today will influence your chapter’s make up in the future). Don’t have the mindset that you’ll be able to ‘show’ your power by doing things that are far outside the boundaries of proven points established by NSA. If you do, you can be setting your chapter on an ill course path that may take years from which to recover.
6. Remember, high-level speakers want to hang out with other high-level speakers. So, if you want more high-level speakers attending your meetings, you have to get high-level speakers involved with your chapter. (One way to do so is through programs such as what is suggested in statement number 4).
7. Run your chapter like a business! If you’re not aware of what ‘good business practices’ are, seek insight from the CLC and other reliable sources that are vetted.
8. Be sure you come away from your chapter’s board retreat with a budget for the year. Run your chapter’s operation like a business. To ignore the allocation of funds and when they will occur is to set your administration and your chapter on a possible path of

haphazardness. In essence, don't go there 😊. Just have a budget from which you and the board can drive the chapter's operation on a highway of successfulness.

9. Be very cognizant of two personality types in your chapter. One, the person whose ego outstretches his abilities (i.e. doesn't know a lot about the chapter's history and/or business and wants to appear as a 'super star'), two, the individual that knows a lot about your chapter's history and business.

If the latter is dogmatic and persistent on things being done "the way they were done in the past", you could find yourself in a quagmire from which growth and opportunities could become stagnant. In either case, your chapter could be set upon a path from which it may take years to regain its glory days, or worse, it never recovers and thus is set on a permanent path of downward spiraling.

With the former personality type, if allowed to go unchecked, his lack of subtenant knowledge about your chapter's history, coupled with his lack of business acumen and his ability to gather others in your chapter to follow his thoughts, will cause chaos in your chapter's operation and/or ability to inspire future chapter leaders to step into leadership roles.

10. When it's all said and done, remember someone is always watching your chapter and ready to lend a helping hand. That someone/entity, is your CLC contact and the CLC team. When you need him/her, don't hesitate to reach out. Your CLC rep and the CLC team are there for just that purpose, to assist you and the chapter's board!

Here's to a very exciting, invigorating, and uplifting year during your presidency! Don't forget, the CLC has your back 😊.

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