



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



People, People, People:

Creating an All-Star Lineup

Jodi Owczarski, **President & CEO** (incoming)

WEST COAST CHAMBER

- Location: Holland, MI
- Members: 1200
- Staff Members: 6
- 5-star Accredited
- Run on EOS®




 Who is in the Room?

What is your role at your Chamber?

- CEO / Executive Director
- Operations / Finance / HR
- Sales / Membership
- Programs / Events






Living Your Best Life

The EOS Life Model™

- Are you Doing What You Love?
- With the People that You Love?
- Are You Making a Huge Difference?
- Are You Compensated Appropriately?
- Do you have Time for Other Passions?




What to Expect

Creating an All-Star Line-Up...

- Where We Were & Where We are Now
- Gaining Clarity in Purpose & Needs
- Find the Right People
- Build a Culture to Keep Your All-Stars





Where We Were

2015

- 1,300 Members
- Revenue of \$1.27 Million
- Staff of 11



Where We Are Now

2015

- 1,300 Members
- Revenue of \$1.27 Million
- Staff of 11

2021

- 1,250 Members
- Revenue of \$1.53 Million
- Staff of 6





Who We Are

At our Core:

The Entrepreneurial Operating System (EOS) ®



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



Gaining Clarity

Our Purpose

- Catalyst for Business Growth & Development
- Convener of Leaders & Influencers
- Champion for a Thriving Community



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



Gaining Clarity

Our Purpose

- Business Building
- Advocacy
- Diversity, Equity, & Inclusion
- Leadership & Talent Development





Gaining Clarity

Needs

Driving Question:

What needs to happen in the next 6-12 months to move your Chamber forward?





Gaining Clarity

Needs

Basic Ground Rules:

- Look Forward, Not Backward
- Think about the Work, Not the People





Gaining Clarity

Needs

The Process:

1. Identify the high-level work that needs to get done





Gaining Clarity

Needs

The Process:

2. Group the work into basic functions:

- Sales & Marketing
(Membership/Sponsorship)
- Programs / Services
- Finance & Administration



Gaining Clarity

Needs

The Process:

3. Define the five major roles for each function





Gaining Clarity

Needs

Marketing & Communications

- Website Updates
- Social Media
- Email Communication
- Magazine
- Content Creation

Programs / Services

- Events
- Programming
- Member Celebrations
- Facility Use
- Concierge





Gaining Clarity

Needs

The Process:

4. Identify the right **person**
for each function





Gaining Clarity

Needs



Where everyone is responsible, no one is really responsible.

Albert Bandura

quotefancy



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



Finding the Right People

Internally

Right People in the Right Seats



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



Finding the Right People

Externally

Stand out From the Crowd



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



Finding the Right People

Externally

West Michigan is the best place to live, learn, work and play. The Michigan West Coast Chamber of Commerce drives the success of the greater Holland and Zeeland areas by partnering with nearly 1,250 local businesses that represent 70,000+ employees. We are an award-winning, cutting-edge, member-focused organization leading our diverse community. We pride ourselves on helping to build businesses that lead to a thriving community for all of us.

We are actively seeking a **Marketing & Communications Coordinator** to join our highly energetic, results driven, collaborative team. Our team collectively and individually embodies our Core Values of:

- *It's All About You, Our Members*
- *Learn, Innovate & Share*
- *Contagious Energy with a Positive Attitude*
- *Deliver Remarkable Experiences*
- *Be a Trailblazer*



Finding the Right People

Externally

In the role of **Marketing & Communications Coordinator** you will report to our Vice President of Membership & Marketing and will play a key role on the Membership & Marketing team. Our Core Values will come to life by showcasing members, events, programs, services, and information through various channels:

- Marketing Collateral – develop and design
- Website – maintain website design and content to enhance user experience
- Magazine – create, coordinate, and edit content
- Email Communication – design layout, create content, and distribute
- Social Media (Facebook, LinkedIn, Instagram) – create content and manage/schedule posts



Finding the Right People

Externally

We believe a successful **Marketing & Communications Coordinator** will not only be creative, but also very organized and possess the following:

- Willingness to learn new things and excel in a highly innovative and fast paced work culture
- Ability to juggle competing priorities/projects, ensuring deadlines are met with high quality results
- Familiarity and ability to navigate the Adobe Creative Suite
- Effective listening, verbal, and written skills
- Ability and desire to work both collaboratively and independently

Bonus points if you:

- Know Mailchimp
- Have BIG ideas and a great eye for design
- Are comfortable behind a camera
- Have a degree in Communications/Marketing/Business



Finding the Right People

External “ish”

Extend your Capacity:

- Ambassadors



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



Finding the Right People

External "ish"

Raise the Bar:

- Extension of your Staff
- Clearly Define Expectations
- Hold Accountable





Finding the Right People

External “ish”

Which of the following areas are you most interested in? Select all that apply *

- New Member Recruitment: identifying potential new members and referring them to the Chamber
- New Member Outreach: assisting new members in their first year of membership
- Ribbon Cuttings: attending member celebrations
- Member Outreach: making phone calls and visits to existing members





Finding the Right People

External "ish"

Extend your Capacity:

- Board of Directors





Finding the Right People

External “ish”

Board of Directors:

- Expertise you can't afford to hire
- Keep a scorecard / matrix of needs
- Plan ahead – foster relationships






Build Your Culture

A healthy culture is one where people believe the best **IN** one another, want the best **FOR** one another and they expect the best **FROM** one another! When we have all three, we're moving towards a Remarkable culture!

- Dr. Randy Ross



Build Your Culture

Open & Honest

- Monthly Conversations
- Annual Review





Build Your Culture

Open & Honest

Monthly Update



Name:

Date:

- What is recent work that you're proud of?
- What is energizing you right now?
- What is frustrating you right now?



Core Accountabilities	On Track	Off Track	Additional Details
1. Website Updates			
2. Social Media			
3. Email Communication			
4. Magazine			
5. Content Creation			



Build Your Culture

Open & Honest

Key Issues to Cover Today:

- What is one thing that needs to be addressed by me or this organization?
- How have I made your job harder in the last 30 days?
- What is one question you would like an answer to?



To Do's



Build Your Culture

Annual Review

Look back over the last year:

- The work I'm most proud of...
- If I could do something differently, I would ...
- Alignment with Core Values
- This year, I'd like to focus on developing...





Maintain Your Culture

Times of Stress

- Document Core Processes
- Automate what you can
- Prioritize the workload
- Be Realistic





Keep your All-Stars

Know your Team

- Team Member Fact Sheet
- Strengths Finder
- Working Genius



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



Keep your All-Stars

Invest Outside the Office

- Laugh together
- Get out of the office
- Plan outings



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE




Live Your Best Life

The EOS Life Model™

- Do What You Love
- With the People that You Love
- While Making a Huge Difference
- Being Compensated Appropriately
- With Time for Other Passions



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



jodi@westcoastchamber.org



www.westcoastchamber.org



[@Michigan-west-coast-chamber-of-commerce](https://www.linkedin.com/company/michigan-west-coast-chamber-of-commerce)



[@WestCoastChamber](https://www.facebook.com/WestCoastChamber)



[@miwestcoastchamber](https://www.instagram.com/miwestcoastchamber)



[Michigan West Coast Chamber of Commerce](https://www.youtube.com/channel/UC...)



CONNECT WITH US