



# STAR PROGRAMS 2016

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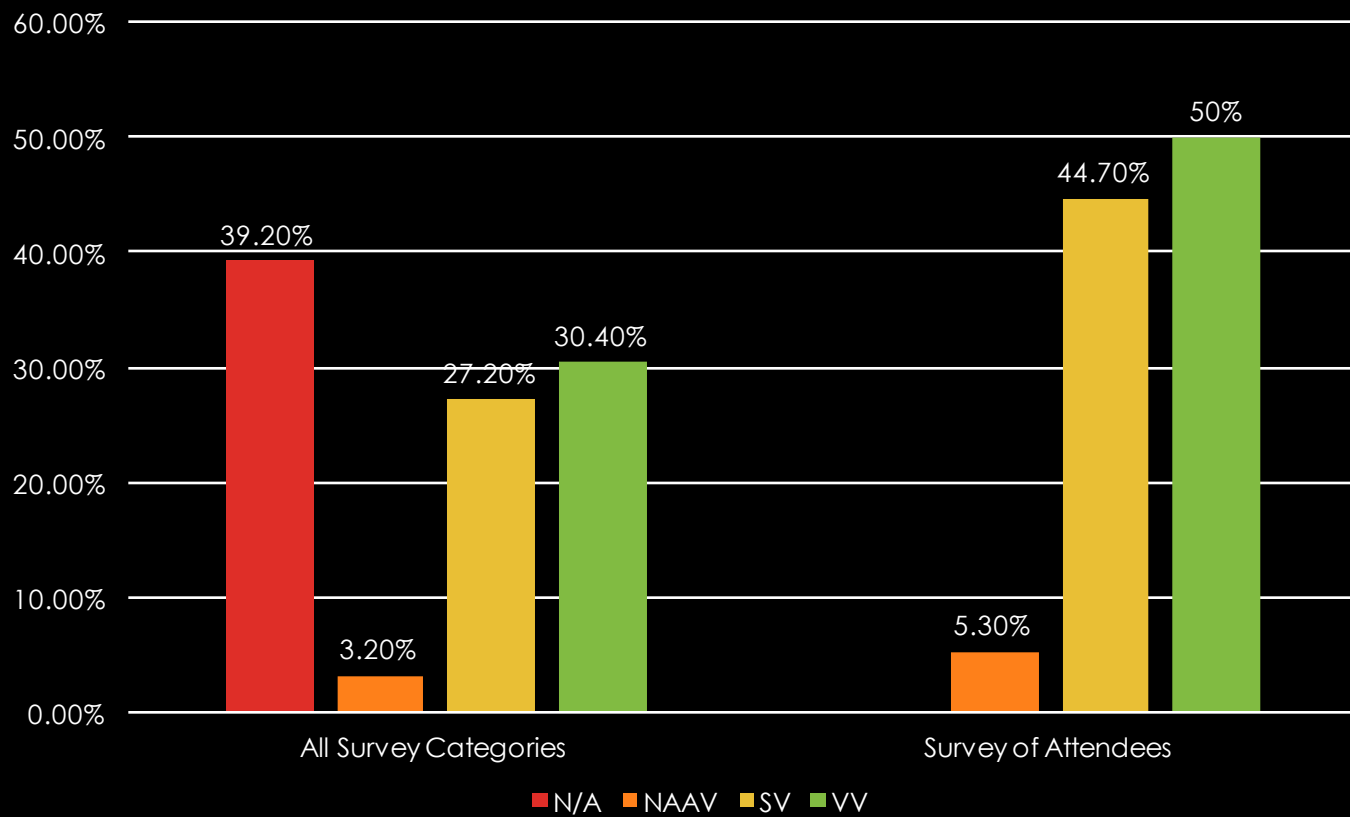
# AGENDA

- Review of 2015
- Review Survey Results
- 2016 Objectives
- Table Assignments

# 2015 PROGRAMS

- Monthly Programs: 9 speaker programs, 2 social events and a planning meeting (November).
- 9 programs delivered by 8 members and 1 guest.
- Results of 14 surveys (~ 50% of membership).
  - 32.9% N/A
  - 3.2% Not at all valuable
  - 27.2% Somewhat valuable
  - 30.4% Very valuable
- Examining the results of those that rated the programs.
  - 5.3% Not at all valuable
  - 44.7% Somewhat valuable
  - 50% Very valuable

## Membership Survey of Monthly Programs



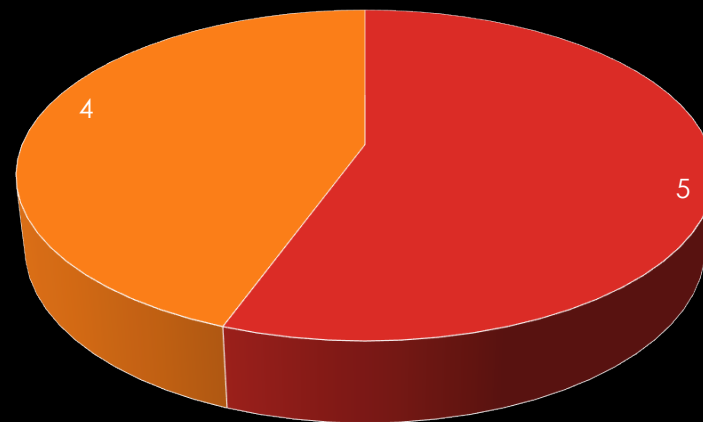


# OBJECTIVES

- Once again solicit your input on key program topics for 2016.
- Ideally, provide knowledge, techniques, skills, insight, resources and inspiration that members can apply in their business immediately.
- Stimulate thoughtful discussion and fellowship among members.
- Encourage members to volunteer for the monthly programs to share what they know and in the process become more well known.
- Explore ways to innovatively expand programs—in 2015 programs split almost equally between business development and business best practices.

# PROGRAM TOPICS

Program Topics



■ Best Practices   ■ Business Development

# TABLE ASSIGNMENTS

Prioritize topic categories from:

- **Business development techniques.**
- **Best practices for your business.** For example:
  - Business Strategy – Strategy of Market Leaders
  - Business Strategy – Business Planning, from Vision to Implementation
  - Business Strategy – Setting Goals, Holding Accountable
  - Marketing Your Business – Selling Professional Services
- **Application of proven and new methods.** For example:
  - Neuro Marketing How to sell the old brain
  - Our brain works in contrast – use this in your sales
  - The book Why? How to get to clients' want or need
  - How to do great presentations for audience engagement and high energy
- **Emerging trends.**
- **Motivation & Inspiration.**
- **Make recommendations for program topics w/in above categories** (see topics sheet for ideas)