



Thank you for agreeing to be a Mentor!

Rationale for Being a Mentor

To make a personal connection with new members to assist them to:

- 1) Quickly “learn the ropes” of BNI Embarcadero.
- 2) Become a strong contributor to the group, defined as someone who becomes an active networker, gives qualified referrals, and participates in the larger group.

Your mentee has already been introduced to the major BNI Embarcadero procedures and policies.

On the day of their induction, they will have already met with a Primary Mentor, and will have received a New Member Information Package in an email from Kay Heatherly, Mentor Coordinator.

Recommended Procedures for Mentors

- The Mentor commitment is for one month (longer, if mutually agreed upon.) Thereafter, check in with each other by email and/or telephone every week or so. Both parties are mutually accountable for seeing that this happens.
- Meet in person (have a “dance card”) with the new mentee within the first week or two after being assigned.
- Share the New Member packet with them as a point to begin discussion.
- Take them through the “I Have” portion of our meetings to always say “I have...” for referrals, testimonials and closed business. Remember to mention first and last names because we have four Dan/Daniels, two Kates, a Kay, a Kae, and two Michaels, so we need to identify who they’re talking about.
- Ensure that they attend the MSP and inform them that they are eligible to give their 7-minute presentation only after they’ve attended the MSP.
BNI Embarcadero will pay you back for the \$25 MSP fee; speak to the Chapter Treasurer to ensure payment after taking MSP.
- Encourage them to schedule dance cards with other members, to bring guests often, and to invite potential members to fill our Top 10 Chapter Openings list.

- Review the absence policy with them: Per BNI Rules, they can only miss 3 meetings per term without a substitute; being late or leaving early counts as a half-absence.
- Ask them what they need from you and be available to answer questions.
- Help the Mentee discover power partners and strategize about which power group(s) to enter.
- Provide constructive feedback on their 30-second “infomercial” to maximize the new member’s positive impact, including:
 - Volume of speaking
 - Legibility of infomercial message
 - Mannerisms that are helpful/not helpful
 - Impact of message
 - Varying the message, week to week, for maximum clarity of that person’s service offering.
- Pay attention to the referrals they’re giving and, if necessary, strategize about where to find and how to give great referrals.
- Notice whether they’re receiving any referrals and help them problem-solve if they are not receiving enough referrals.

Thank you again for your participation in the Mentoring Program... please don’t hesitate to contact me for any reason in this regard.

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