

Edinburgh Businesswomen's Club - Strategy document

5th July 2020

VISION (future)

EBC wants to be publicly recognised as the first choice for Woman's Networking in Edinburgh and provide a professional conduit for woman to connect with Association of Scottish Businesswomen members throughout Scotland.

EBC wants to inspire woman to be the best version of themselves by sharing ideas on juggling their many roles, encouraging new learnings and supporting wellbeing in a friendly relaxed environment through a variety of training and lunch events.

EBC wants to improve connections between businesses and mentor and support each other to develop their individual potential and ideas.

EBC wants to provide a collective voice for all woman in business in Edinburgh and wants to be a club run by members focused on the opinions and requirements of its members.

MISSION (current)

Get Inspired, Get Involved, Get Connected

VALUES:

Professional, Inclusive, Supportive, Involved, Motivating

GOALS:

By April 2020:

EBC will launch an updated, more personable and user-friendly website.

EBC will increase membership to 40 paid members, to increase corporate membership to 10 corporates.

EBC will have ten members attend our events from the other ASB clubs.

EBC will organise something socially in Edinburgh that other clubs could attend. Perhaps around the festival and/or the ASB awards.

EBC will improve our social media presence by posting a minimum of one weekly social media post and gain reasonable interaction (minimum 10 likes) from our posts.

EBC will increase attendance at all our events to a minimum of 15 people.

EBC will run two training sessions annually where we share stories that inspire and share learnings as a group.

EBC will encourage and increase participation in use of the ASB forum (and the EBC forum?)

EBC will achieve its goals and enter the Best Affiliate Club with a view to winning this ASB award in 2020.

EBC will run all events profitably and maintain a minimum bank balance of £1500.

EBC will be able to make a £500 contribution to our supported charity, The Teapot Trust, either from funds or through fundraising activities.

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What does EBC stand for?

To allow woman to promote their business and reputation within a friendly environment, grow relationships ultimately to help their own business prosper by obtaining more work through connections and promoting their business.

To provide a self-development learning platform and obtain support advice and motivation to improve each other business's.

To stop woman feeling isolated whilst starting their own business.

To meet new connections.

To make connections in other areas of Scotland through the ASB. Woman are mothers, wife's, carers, as well which adds a different dimension to being organised in business and juggling many roles in life, and we all like a natter to share our thoughts on how to make life run smoother and more easily both in a work and home life environment.

It is about bring together a group of well mannered, enthusiastic, friendly, motivated, woman who run their own business or work in the corporate world in an effort to facilitate connections, friendships, sharing the trials of being a woman in business as well as the normal issues that business run into, sharing experience and knowledge,

Professionalism and business for woman in Edinburgh with high ethical standards,, the main theme being educating supporting (professionally and personally) and adding value to woman in business.

Who cares? Stakeholders:

- Members care as they feel supported, feel that they are being given opportunities to benefit from and make friends.
- ASB and other affiliated networking groups.
- Woman considering starting their own businesses.
- It would be good to be recognised be media outlets even parliament , other leaders in business and corporates that need to hear the voice of women in business in Scotland.

Is is worth investigating if there are other woman's groups which offer the same, 'Ladies Circle'
Often woman like to but from woman, is there an opportunity here that we haven't yet thought of?

What does EBC have to offer/say that's different? Why be a member of EBC in preference to other networking groups?

- Not a feminist group and never disparaging towards men.
- It is a club the primary objective is support not selling.
- Events are relaxed but well facilitated so inclusive.
- Business themes: we raise the profile of all our members whatever size or type of business/company.
- Longstanding – we should capitalise upon the history of the club.
- Wide ranging: Telecommunications like IDES, Architecture and Building Surveying, Horse jumping, Financial Planning, Event Planning, Finance Support.
- Learning: How to improve as a person, how to improve as a business.
- Sharing content and ideas: Easy to relate to other woman, learning topics that are more relevant to females, confidence,

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- Relevant events at exciting venues.
- Woman only, central Edinburgh location
- Morning networking First Fridays
- The members get a voice in moulding the club and making it work for them.
- Smaller numbers make it easier to make connections and people feel welcome and at ease, it is more personal.
- ASB gives members a wider visibility

What does the audience want to hear about? Care about?

- Shared Success Stories.
- Making new connections and acquaintances.
- How they can benefit from others services
- How the club can help them.
- Getting support, collaborating, relaxing/ commiserating.
- Inspiration and ideas.
- How to grow and develop their businesses, they want to know how others can offer support and advice to assist them and their businesses.
- Learning how best to keep their businesses sustainable
- Learning on all aspects, some focused towards moral and pastoral support. Mentor and Buddies scheme.
- Research attending educational events and being the go to place that external relevant events would want to 'advertise' to us.

What are their problems and how can EBC help solve them?

Training events, use Coca Cola 20 20 in workshop format to assist business start up and growth.

Stop woman feeling isolated whilst starting their own business,

May be promoting themselves, website, accounting, financial, connecting.

Meeting relevant people, increasing their network.

Keep asking for their feedback, maybe using social media.

Where do they hang out? How can EBC reach them?

The Dome!! Online Forum Email addresses (may be good to link to business websites via EBC profiles), Social Media – Twitter and Linked in (we should consider if facebook is appropriate)

What does Get Inspired, Get Involved, Get Connected mean in practise for members?

Get Inspired – listen to others

Get Involved – Attend Events, Ideas for Events, Attend Affiliate group events/networking.

Get Connected – Make connections and follow up with people afterwards.

Some groups pay lip service to this kind of thing, its not only what people can get out of the club but what they can give back. Non-participative membership should not be encouraged.

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Coming along to events, get introductions, perhaps meeting others for coffee afterwards to learn better about their businesses and try to find opportunities to collaborate in a win win way.. Seeing familiar faces at other networking events. Get some lovely social interaction with like-minded ladies.

Getting new ideas and share ideas to the benefit of others.

Expand network out-with local area using ASB, participating in events throughout Scotland using ASB membership.

Offer benefits to other members to encourage interest/utilisation by other members with the group.

Recommend other's businesses to others whenever relevant.

Follow up with coffee after events is important and we should consider how this could be encouraged – perhaps with social media selfies from the participants.

Meeting others in the same boat, sharing experiences and collaborating.

Attending events and leaving feeling motivated and rejuvenated.

Encouraging members to look at the different opportunities to promote themselves through the club.

What does EBC want them to do?

Get new ideas and share ideas to the benefit of others.

Meet new people and get introductions, be able to follow up with others outwith EBC events for a better chat to learn about each other's businesses and try to find opportunities to collaborate in a win win way.

Expand network outwith local area using ASB, participate in events throughout Scotland using Affiliate membership benefit.

Offer benefits to other members to encourage interest/utilisation by other members within the group.

Recommend each other's businesses to others whenever relevant.

Promote the club as an ambassador for EBC, invite guests, feedback to the club what they as members want, and get involved, getting people signed up to membership.

Be an active participative member in the club.

Raise up other businesswoman.

What results is EBC after? Are there metrics to consider? Goals to set around this.

Increase number of members, especially to create quality events and a strong and diverse network.

Attract more corporate members using better liason and inclusion.

Number of Website Hits.

Number of Attendees at Events.

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Continued sustainable growth of the group to increase the benefits of connecting.

Number of corporate members.

Number of social media posts and amount of interaction with them.

To be an admired and valued club, to be noted with the media and other external outlets. Recognition and reputation.

How does what EBC does align (or contradict) and participate with ASB?

- Events – Conference, Awards, Annual Awards Dinner, Women of Inspiration, Wellbeing
- Social Media and member visibility
- Part of the national “Voice” of women in business
- As the capital city we should lead by example, and the fresh new committee are obviously aiming to put in the work and commitment required to move things onwards and upwards.

Results of Members Surveys:

Lovely inclusive group of woman, very supportive.

Business and social networking both important, also provision of a support network and access to ASB.

Linked in Group was suggested.

All events were well received, in order of preference: First Friday, Lunches, Events with Guest Speaker, Training Events, Evening Drinks, other Social Evening Events.

Look into various kinds of events.

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