



WDM LEADS

Building Business.

Fostering Relationships.

WDM Leads – Program Guidelines

About WDM Leads

WDM Leads is a program designed to create meaningful connections among WDM Chamber members in a recurring small group setting. Each WDM Leads group consists of one representative per industry to provide exclusive lead sharing. The goal of WDM Leads is to help members generate more business and build lasting professional relationships.

- One industry sector per group is allowed – providing each member with exclusive access to top leads in their industry
- Each group is limited to approximately 20 participants
- As groups fill and interest grows, new groups will be formed
- Each WDM Leads group is led by a group captain
- Each WDM Leads group will determine where, when, and how often to meet
- Regular attendance is required to build sustainable networks and generate successful leads
- Annual investment of \$120 to participate; an average of just \$10 per month

WDM Leads Group Participant Guidelines

The success of the WDM Leads program is directly correlated to the active participation of its members. A common theme of the program is the idea of “giving in order to receive”. It is the responsibility of each group member to actively share on average 1-2 leads with other members of the group each month. And while it might take time for that lead to ultimately grow into a sale, this consistent practice will keep momentum up in the group.

Additionally, all program participants are asked to attend $\geq 85\%$ of all meetings. Due to the exclusivity of this program, it is imperative that members actively attend or send a representative in their place should a conflict arise during a scheduled meeting. The integrity of the program lies on the consistent attendance of all participants. If a member does attain multiple absences, they will be asked to reassess their involvement in the program so that another interested participant may join the group.

When leads are shared during each meeting, they are done so in a trusted environment. Participants should **not** share leads brought to the group with others not in the group.

For example, Joe, a commercial developer, shares that a new development will break ground in West Des Moines. Adrienne, an engineer, mentions how great of a lead this is for their company and plans to connect with Joe about submitting a bid for the project. Noah, another member of the group, immediately texts another engineering friend who is not in the group about the proposed development.

This is lead sabotage and adversely impacts the trust and integrity of the WDM Leads program.

The members of each group should support each other and work together to help each other succeed. While this program is designed as a business networking group, it is the hope that the relationships built through it are strong and like that of true friendships.

Finally, all groups have an identified “Group Captain” to facilitate meetings and serve as the liaison to the WDM Chamber staff. Groups might operate slightly different, but the overall format remains the same. It is up to the discretion of each Group Captain and/or group to assign additional group roles to other members in each group such as an Assistant Captain or Secretary to take meeting notes and track leads given/received. For reference, the responsibilities of the Group Captain are listed below.

WDM Leads Group Captain Responsibilities

Each WDM Leads group is led by a Group Captain that acts as the leader for the group. This individual acts as the main liaison between the WDM Chamber office and members of the group. Group captains are tasked with running meetings and tracking the success of their group. All WDM Leads Group Captains meet with the WDM Chamber office on a quarterly basis. A list of full responsibilities is below:

- Set meeting dates/times/locations of meetings and communicate with group members via calendar invites and email
- Create agenda for each meeting
 - General Networking (10-15 minutes)
 - Welcome attendees
 - Introduce new group members
 - Group members share business update, what a good lead is, and any leads generated through the group
 - Brief presentation by existing group member or outside speaker
 - Pass business cards around the room for those to take if they don't already have one or if wanting to take one to share with someone else
 - Share any upcoming events or other info
- Take notes during meetings to track conversation and leads (Or assign assistant group captain/secretary)
- Serve as liaison to the WDM Chamber office
- Meet with prospective group members and determine if a fit for the group based on industry, availability, and ability to commit
- Send meeting recaps to group members

Thank you for your participation in the WDM Leads program. Should you have questions or concerns about the program or about the West Des Moines Chamber of Commerce, please contact Tom Florian, Director of Membership & Growth at tom@wdmchamber.org or 515-452-0148.