

Guidelines for the Education Minute

MBX is the premier business networking and referral organization in Merced County. The success of MBX depends on the high quality of its membership base as well as its commitment to basic disciplines.

At each chapter meeting MBX features a one-minute education which highlights one of its referral disciplines and how to improve its practice. The education minute exists solely to improve chapter disciplines and, by so doing, to improve the number and quality of referrals.

MBX keeps a collection of articles featuring chapter disciplines on our website at www.mbxmerced.com. Members can go to the Resources tab to find a rich variety of short articles on a variety of subjects. The person giving the education minute can use the website as a resource or by also finding good resources on the web pertaining to these disciplines.

These guidelines should be followed in giving the Education Minute.

- 1) Remember that repetition is not a bad thing. New members are constantly coming into our chapter, and they must be educated about MBX practices. Existing members must be reminded of our practices so that they do not grow lazy or forgetful.
- 2) Use the Minute to highlight a practice that is not being followed closely. For example, the infomercial should be 30 seconds only. Show the group how to do this. Or some of our members do not stand for the first 15 minutes of the meeting. Talk about why this is important. There are many other such subjects that can be explored.
- 3) Supply useful, novel information that improves the practice of MBXers outside of our meeting. For example, showing the group how to create a business tagline for their business cards, stationary, and elevator talk can be a very useful bit of information.
- 4) Do not use the education minute to talk about your business or anything else that is extraneous to our reason for being together – giving referrals.

By following these short guidelines, you will give an excellent Education Minute that will benefit the chapter.