

The Importance of Good Attendance

MBX Education Minute

The importance of good attendance cannot be overstated. The success of our MBX chapter depends largely on the active presence of all of our members. Only coming occasionally is not enough and is a formula for MBX failure, both for you as a member and us as a chapter. The following letter is hypothetical at this moment but it helps explain the whys of good attendance.

Dear Fellow MBXer:

We missed you today. Really missed you. Your seat was empty, and some of our members had referrals for you that they couldn't give you because you were gone.

We know that you may have very good reasons for missing, however, our networking chapter doesn't work when we have chronically absent members. We depend on a committed membership. Why?

1. One of our members gave her 5-minute presentation today. She went into depth about her product and what kind of referral she is seeking. The presentation was compelling and interesting, but you missed it. Her awesome presentation was weakened by your absence. We believe that all of our dues-paying members have a right to expect a full hearing.
2. The people in your impact team rely on your ears and eyes for referrals. An impact team is not unlike a car that needs all four wheels to operate. Otherwise it is left in the driveway with a jack under its bumper. What we are saying is that you are a valued and needed part of our team.
3. When MBX is at full strength you can feel its power. The noise of conversation greets everyone who comes into the room. People standing up at the beginning of a meeting gives both guests and members a sense that this group means business. Today there were missing members and the energy meter dropped several points. We want you here and love what you bring to our meeting.
4. When you joined our chapter you made a commitment. Not keeping your commitment makes the rest of the chapter look ineffective and wishy-washy. It also affects our ability to recruit determined and committed new members because why would they want to belong to a group that is never at full strength?

So you can see why it is important for you to be here. But you may have discovered that the weekly commitment is too much to bear at this point in your life. If you need to step out for a while, we will support you in that decision and thank you for your respectful choice.

Whatever the case, you are important to us. We hope you will be able to keep a strong commitment to making MBX a great group of networkers that are committed to each other.

Best wishes to you,
Bruce Logue