

Prime Your Members to Participate!

Results/Chat/Results from the May 2023 Growth Zone Webinar



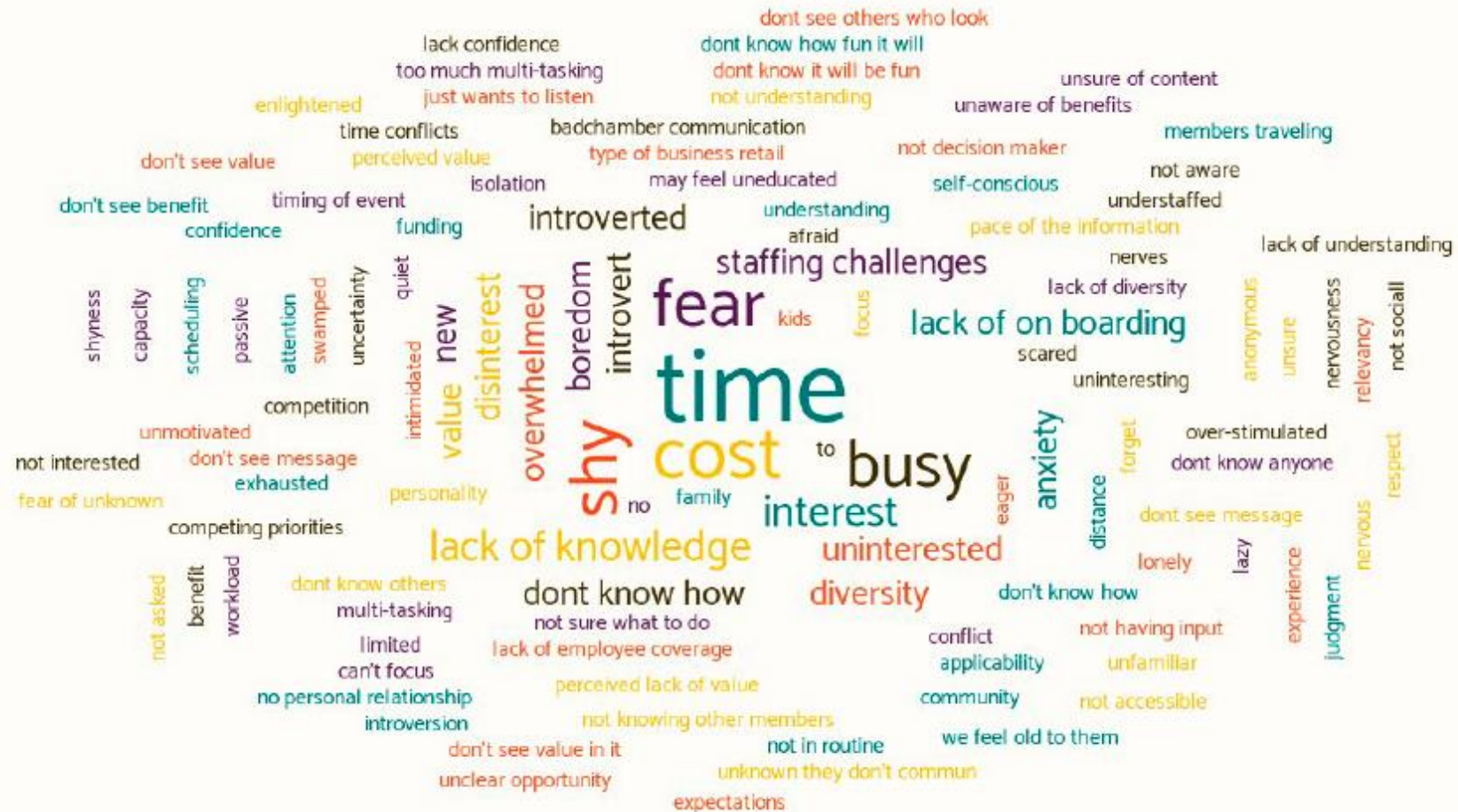
A promotional graphic for a webinar. On the left is a portrait of Amanda Lea Kaiser, a woman with long blonde hair, smiling. The background is a solid blue color with white line-art icons of speech bubbles and raised hands. A diagonal grey banner in the top right corner contains the text "For Association & Chamber Pros". A semi-transparent white banner across the bottom contains the title "Participation! Priming Members to Participate" in bold purple font, followed by "with Amanda Lea Kaiser" in a smaller purple font. The GrowthZone logo is in the bottom left corner.

For Association & Chamber Pros

Participation! Priming Members to Participate
with Amanda Lea Kaiser

 **GrowthZone**

What holds members and attendees back from participating?



Here are your ideas for reverse-engineering these barriers (answer format= barrier then solution):

- *WRONG (i.e., afraid of being wrong) - The host could say, "there's no wrong answers to this question." Or "there are no wrong answers because we've all had all kinds of different lived experiences." And "it is okay to be wrong because we value risk-takers in this community."*
- TIME - can be great use of your time now making connections that could free up your time down the road.
- Don't know content/others/benefit - You don't know what you don't know. Take a risk and come hang out with us!
- Busy - "there are opportunities to get involved that require a small-time commitment," "we hear you - life is busy, we'll do whatever we can to accommodate schedules," "what type of time commitment are you looking for?"
- Workload - "If you set aside time to engage, you'll learn something that helps you with your workload." "Often the value of taking time away from your workload, is coming back reinvigorated and ready to attack the workload with more passion!"
- Busy - we provide networking on different days and times. Look for those that fit your schedule and add them to your calendar asap.
- Inertia -- give a hyperlink to answer a quick question, or to a 2 second bit of info that contains a link for more info.
- Busy/Multi-Tasking- We are glad you are here today. You invest a lot in our program, and we want you to get the most out of it. You have taken the first step of showing up. Please follow through on the next step and invest this short period of time to engage.
- Too busy -- We are all busy, and since you are here you can just take a few minutes to be calm and focused on this task. This is only a small portion of your day. It will be a bit of fun and yet be productive that you may not even realize you are doing it. We all need to find that balance so don't think of being busy as work, it is a time warp. You will be done before you know it. Time is really an illusion.
- Time - could make videos available online for later, could create shorter events, drop by & pick up info events, could aim to schedule around busiest times, more zoom options so people don't have to be physically present, send out invites earlier to better enable scheduling.
- Time: Take a poll of your membership regarding ideal meeting times and redirect staff time toward those timeframes. And/or offer a variety of event and networking opportunities that fall at various times of day or that offer various degrees of participation: recording for later reference, or live streaming for online engagement from afar.
- Time- There is always time for things that benefit us our business in the long term.
- Lack of Knowledge: It's Okay not to know. Knowledge is just a question away.
- Cost: There's value in the dollar we spend.

- Time: add a leap day to every month.
- Competing Priorities: Offer different formats for an activity and different times.
- Too Busy= Keep Agenda's Tight/Succinct.
- Uncertain - provide certainty as to when, where, why, how, provide safe space, be inclusive, welcoming.
- Knowledge - we are all here to learn more about ????. Please share your experiences. Everyone has their own experiences that differ from everyone else. Learn from each other.
- Introvert: use this event as a way to challenge yourself and grow.
- We feel old to them - Events geared to younger crowd - what are they interested in - send online surveys - bring in someone younger generation may prefer to lead a program/event. Hire younger people to work with you.
- Time - only hour a month, you can do it from your office, the benefit of the course is worth the time, could count towards certifications, invest in yourself and education.
- Busy - offer alternate time & dates.
- DON'T KNOW HOW - The host could say "There are many different ways to participate, such as, "We know not everyone enjoys participating in the same way, so here are some ways you can participate."
- Competing priorities - educate members of the potential value and opportunities; learning, collaboration and engaging with others should be prioritized.
- Passive - by not responding the voice of others becomes the majority.
- TIME- Maybe they think they don't have the time, but actually, what we're offering isn't a big enough priority for them to use their time. Maybe we can align our programs more with our members' interests so that they are more likely to find the time.
- Perceived lack of value- the host could specify the benefits of attending/participating prior to attendance and at the start of/throughout an event.
- Time- What would be a better time for you to attend? What areas of interest would make you find the time to participate? What can we do to help you find the time to participate?
- Disinterest- We as a chamber should make the events, posts, emails, as relevant and helpful as possible! Not just exciting, attractive, or fun.
- Lack of Knowledge - We come at this from many different backgrounds. It's not always clear how to look at these reports so we are going to take a moment to review the highlights. Then those who are comfortable with this type of financial report can let us know what I missed. And by all means, ask any questions. There are no wrong answers.
- Overwhelmed - solution - Be aware of what is being said at the moment, don't overthink what is being presented, raise your hand if there is a question that will keep you focused with what is being presented.

- Busy - We want to be conscious of your time, we know you are busy, so we have shortened the meeting to only contain the most relevant information. Also, get dates for meetings on the calendar months out so people can save the date and plan accordingly.
- Multitasking/interruptions - "we are going to have a very interactive session here and I'd like to ask for your help. Please do not disturb on your phones and close apps that may cause you some distraction. Know this is hard but to give you a great value for your time, let's focus each other on the tasks/interactions ahead,
- Fear-keep participating and eventually the fear will disappear. It will then be a common or repetitive thing to your brain and better accepted.
- Time - busy people are the most successful. We value your time.
- Lack of interest, if the events that the chamber is putting together are not seeming to be worth our members time or not piquing their interest to attend then I would first, send out a survey to gain some feedback, (This is already increasing participation, because they will have a chance to voice their opinions. After this, use the feedback you've gained to cater to your members, maybe they dislike itinerary.
- TIME - we will fit into your schedule! There are opportunities to get engaged before your workday starts, after your workday ends, in between to give you a break from what you are doing.
- Time: 24 hr. access to the website and social media.
- Time - "You don't have to stay for the whole 2-hour event, drop by for a quick 30 minutes."
- Lack of diversity - "We value all backgrounds and lived experiences here."
- Don't see the value - Our membership is truly a community! By participating/getting involved, you will make friends and connect with colleagues who will be there to help you when you need it and celebrate your successes.
- KIDS - Being a part of the chamber will give you resources that will help you build generational wealth for your kids. Our children often push us to reach out goals.
- Cost = Create payment plan for those who struggle to pay their dues.
- Introverted: Attending Chamber events is one of the best things to do to overcome your fear of socializing. The organization and the people in it are welcoming and nonjudgmental. All they/we want to do is have your business and you succeed and excel.
- Knowledge - We appreciate all different types of levels of knowledge here, we are here to learn, grow and empower each other.
- TRAVEL - We understand some of you are traveling right now, and it might be loud where you are at. Feel free to drop your comments and suggestions in our chat, and we'll read it out for you.

- Time – we'll work with your time needs!
- Value- There is always value in supporting the business community. If you look at some of the businesses that are successful and have longevity in the community, what do they have in common? They found value in supporting the community through your chamber of commerce/ XYZ.
- Value - You will discover the value of attending a chamber event after you have attended. Other chamber members will benefit from meeting you and you will benefit from meeting them.
- Uninterested - You can't be interested in something if you are not aware of what's going on. When you participate you have more options to be involved.

How can we nudge lurkers to participate?

Ask these fun interactive questions.	call them out
call someone out by name	Mention their name and ask them a question
Open with introductions	ASK them...probe...
offer prize	ask engaging questions
Question to them	do an around the room question, where everyone is being asked.
Offer more than one way to participate	ask low stakes questions
Reach out to them.	anonymous type questions
Prompt chat questions like this	quick questions with short answers
ask them specific questions	ask questions- direct or leading
questions, voting asking for responses	Engage with them and personally invite them
Start with chat.	our team starts the question asking to try and get conversation going
sent a private note in the chat and ask if they have thoughts	Offer a percentage off membership for certain levels of participation
Ask individual q's of each one	incentive

call them after the meeting	Leave them be, when they feel comfortable, they will join in naturally
Quick short answers	Ask if First Time members are on
Start with an easy way to participate.	making it interactive with menti or a poll
ask them to share an experience	I ask for people with specific knowledge to answer. And I am picking specialty areas that I know my lurkers have
Use them in an example by using their name or organization	A personal welcome.
tell a joke?	Pair with a veteran member
"Thanks for being here, ____"	Buddy system. Introduce them to someone that might be a good connection at an event.
we do a new member orientation once a month	Reassure them that "we are all learning continuously "
Small group discussion	allow ways for them to open up

Thank you for participating in this webinar! Want more info?

- Watch the April 2023 webinar about [Attention](#).
- Check out Amanda's book, [Elevating Engagement](#).
- Find more resources at AmandaLeaKaiser.com.

Slides from today's event

Do you prefer...?

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**Milk
Chocolate**

**Dark
Chocolate**

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Mute Stop Video Security Participants 58 Chat New Share Pause Share Annotate Remote Control Apps More

You are screen sharing 59:56 Stop Share

Mouse Select Text Draw Stamp Spotlight Eraser Format Undo Redo Clear Save

Who can see what you share here? Recording On

Do you prefer...?

✗



Do you prefer...?

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Vacations



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MuteStop VideoSecurityParticipants91ChatNew SharePause ShareAnnotateRemote ControlAppsMore




You are screen sharing58:02Stop Share




Who can see what you share here? Recording On




MouseSelectTextDrawStampSpotlightEraserFormatUndoRedoClearSaveAdmit

you prefer...?









Vacations

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Do you prefer...?

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**Virtual
Events**

**In-Person
Events**



Both

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Mute

Stop Video

Security

Participants113

Chat

New Share

Pause Share

Annotate

Remote Control

Apps

More

You are screen sharing

54:44

Stop Share

Mouse

Select

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Spotlight

Eraser

Format

Undo

Redo

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Admit

Who can see what you share here? Recording On

Do you prefer...?

Virtual Events

In-Person Events

Both

Pat Rohner

Amanda Lea Kaiser

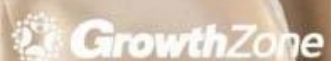
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Chamber Pros
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Participation! Priming Members to Participate


with Amanda Lea Kaiser





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- Today's Webinar Recording
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Were you here for last month's webinar about ATTENTION?

 Amanda Lea Kaiser

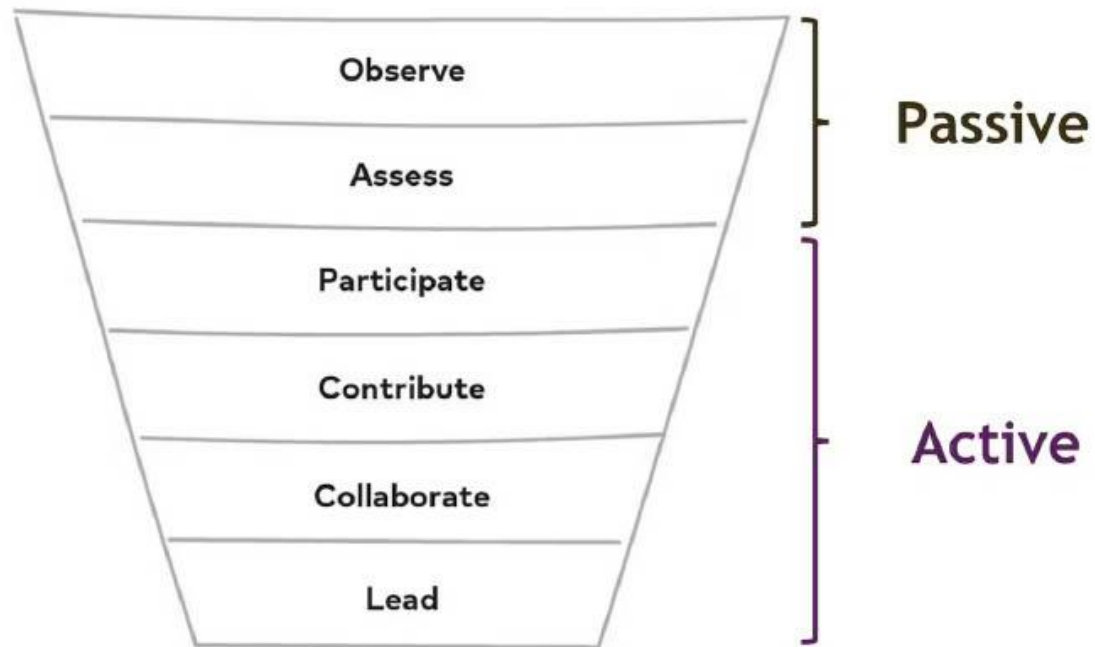

6
Yep! 😊


71
Unfortunately, nope. 😞



Six Stages of the Member Journey

 Amanda Lea Kaiser



What holds members back from participating?

Amanda Lea Kaiser



- 
- **Welcome Early-Birds**

- 
- **Welcome Early-Birds**
 - **Progressive Participation**

Progressive Participation

 Amanda Lea Kaiser

1. Invite participation early
2. Start with questions that have easy answers
3. Ask questions with no wrong answers

 Amanda Lea Kaiser

- 
- **Welcome Early-Birds**
 - **Progressive Participation**
 - **Make Participation Safe**

Reverse Ground Rules

 Amanda Lea Kaiser

Golden Rule Haiku

Learn. Share. Try. Be kind.
Support all. Be generous.
Be here with purpose.

 Amanda Lea Kaiser

Golden Rule Haiku

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Learn. Share. Try. Be kind.
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Be here with purpose.

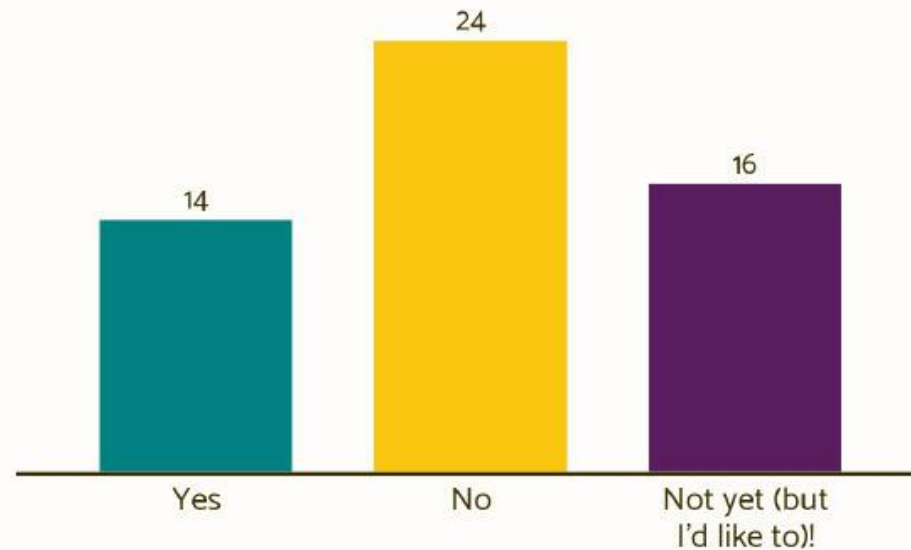
Do what works for you.
Acknowledge differences.
Show up. Plan to grow.

Look beyond today.
Together we discover.
Creatively play! 😊

 Amanda Lea Kaiser

Have you included the role of 'chat moderator' or 'chat energizer' in a virtual event?

Amanda Lea Kaiser



How to Energize the Chat

 Amanda Lea Kaiser

- Warmly welcome people
- Pose questions
- Highlight interesting answers
- Repeat or raise up great questions
- Feel free to splash in an upbeat
'THIS!' or 'Nice' or a '😊'

 Amanda Lea Kaiser

Which activities do you want to try?

Amanda Lea Kaiser

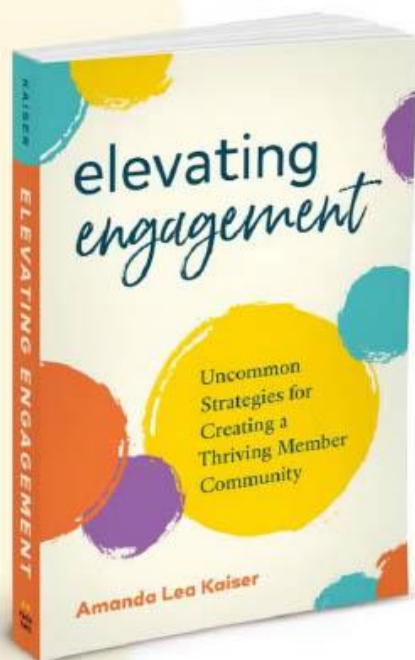


How are you feeling after this hour of participating, collaborating, and co-creating?

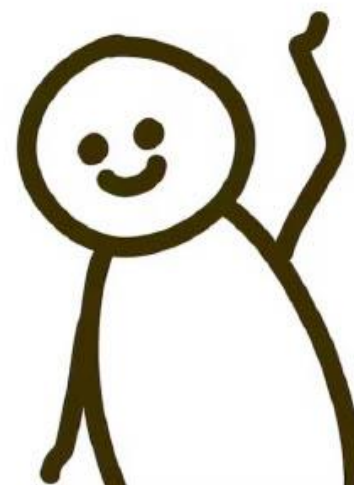
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