

WPO Member Recruiting

Building your Chapter
Feb 2026

AGENDA – 90 min

1. Leverage

2. Source

3. Engage

4. Invite

1. LEVERAGE: Marketing Materials



THE POWER OF THE WPO MEETING MODEL

The WPO Meeting Model is a structured, transformative framework that cultivates trust, authenticity, vulnerability, and meaningful connections among women business leaders. More than just a meeting, it provides a confidential space where members integrate both their personal and professional experiences, fostering deep discussions that drive impact.

WHY IT WORKS

-  **SAFE & SUPPORTIVE**
A confidential, all-women environment that removes competition and fosters open, authentic conversations.
-  **A TRUE PEER COMMUNITY**
A unique forum where women leaders with shared experiences provide meaningful support.
-  **CELEBRATE & NAVIGATE**
A space to recognize achievements and tackle challenges alongside like-minded peers.
-  **DESIGNED FOR DEPTH**
Structured to ensure dynamic discussions with diverse perspectives.
-  **THE WPO PEERVIEW MODEL**
Encourages deeper reflection beyond storytelling, focusing on real impact and growth.

BEYOND SHARING—IT'S ABOUT MEANINGFUL CHANGE

The WPO Model goes beyond traditional discussion formats. With a structured, time-boxed approach, every voice is heard and issues are explored deeply. Members don't just discuss wins and challenges; they uncover why they matter. By following a proven framework, WPO meetings foster real learning, support, and growth. It is this unique structure that makes WPO not just a network, but a catalyst for transformation.

1. LEVERAGE: Marketing Materials



Women Presidents Organization

MEMBERSHIP LEVELS

CHAPTER (LOCAL & VIRTUAL)

For CEOs or Presidents of privately owned businesses with at least \$1M (service) or \$2M (product) in annual revenue. Members engage in monthly peer-learning meetings, global networking, and exclusive programming that drives growth, insight, and connection.

PLATINUM

For CEOs leading companies with \$10M+ annual revenue. Members meet three times per year at luxury venues for themed, expert-led sessions designed to exchange high-level insights, foster collaboration, and drive transformative growth.

ALUMNA

For former chapter members with at least three consecutive years of participation. Alumnae retain full WPO benefits, gain access to special events, and continue engaging with the WPO community, without the requirement of monthly chapter meetings.

MEMBER-AT-LARGE

For qualified women entrepreneurs meeting WPO's revenue thresholds but without access to a local or virtual chapter. Members receive full WPO benefits, including education, networking, and global resources, except monthly chapter meetings.

ZENITH

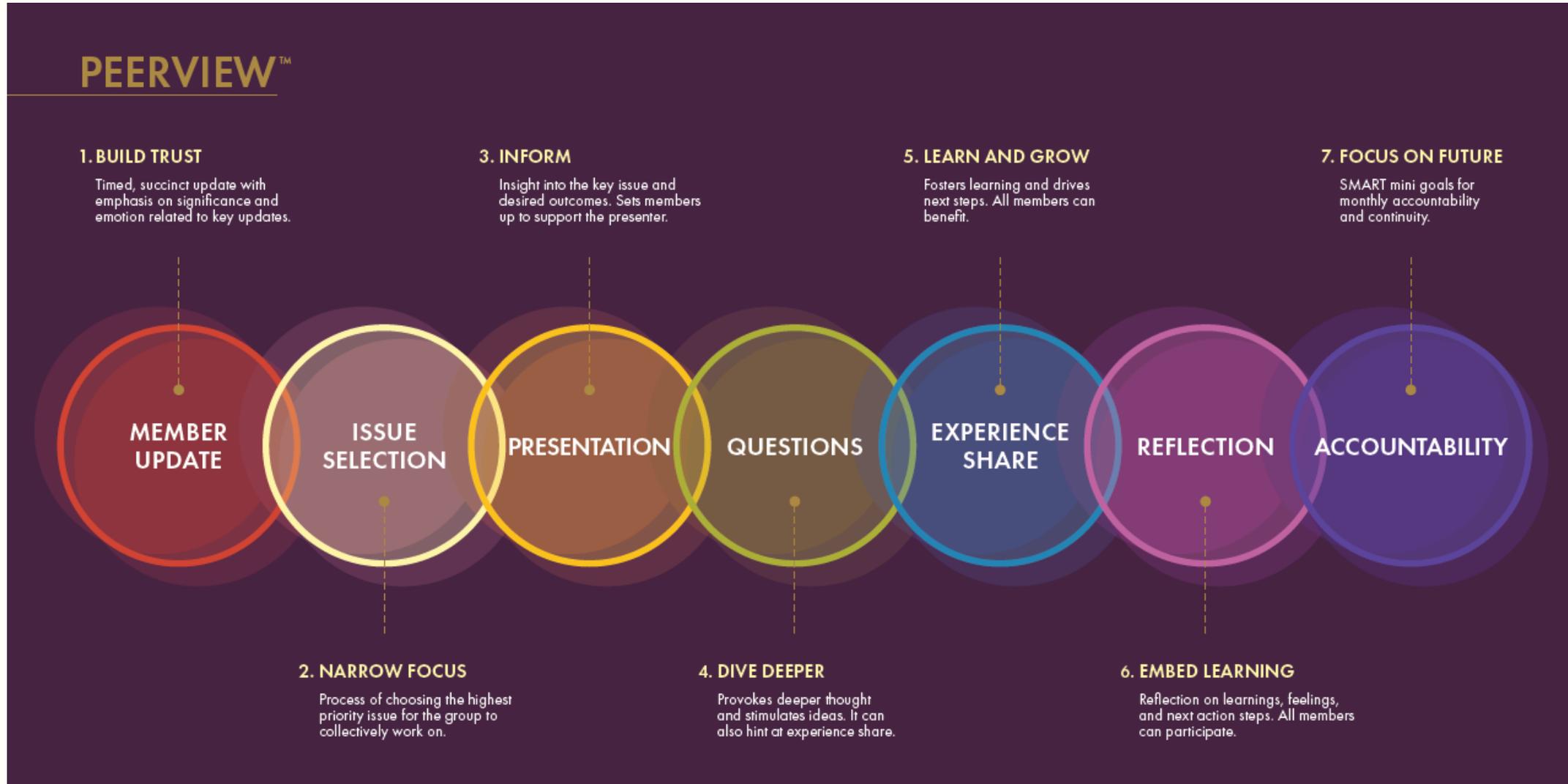
For leaders of organizations with \$50M+ annual revenue. This elite group convenes three times annually to address growth, global expansion, succession, and strategic macro trends through facilitated, peer-driven discussion and global perspective sharing.

WPONEXT

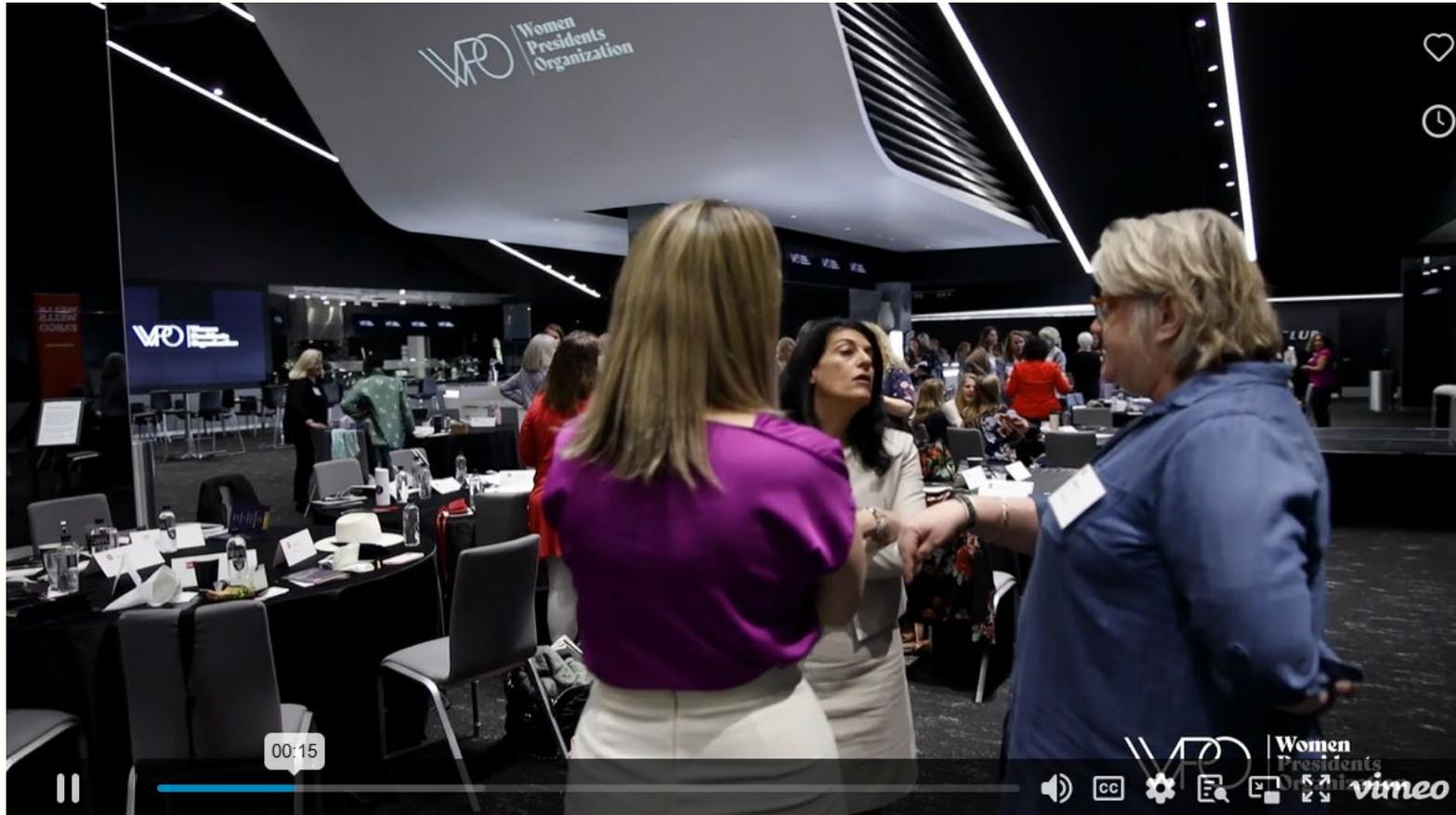
For women who've transitioned from traditional WPO membership but remain dedicated to the organization's mission, vision, and values. WPONext members stay connected through select programming, events, and continued peer collaboration.

WOMEN-PRESIDENTS.COM

1. LEVERAGE: Marketing Materials



1. LEVERAGE: Marketing Materials



Video on
website:

<https://www.women-presidents.com/membership/become-a-member/>

Member Benefits – by Country

Find in CC manual – Recruiting section.

Start your search with the Quick Reference Guide for easier navigating.

2026 WPO Member Benefits

BECOME A MEMBER

WPO members must be the CEO, President or Managing Director of a privately-owned business, running the day-to-day management of the company, and have ownership in the business. Gross revenues of the company are at least \$2 million USD for product-based businesses, or \$1 million USD for service-based businesses.

PEER LEARNING & NETWORKING

- In monthly meetings across the world, WPO members take part in professionally facilitated peer learning groups, conducted in WPO's proprietary PeerView™ format, to accelerate the growth of their businesses
- Peers provide unbiased observations which enables members to explore options, weigh alternatives, and gather perspectives together, free of the potential bias inherent in advice for hire
- Access to accomplished women leaders from diverse, non-competitive industries who share insight gained from real-world business experience in a trusting, confidential setting
- Members can utilize the WPO member portal to access a worldwide membership directory, featuring members who hold leadership roles in second-stage businesses and beyond

EXECUTIVE EDUCATION

- Opportunity to participate in the WPO Entrepreneurial Excellence Forum, the premier gathering of women entrepreneurs who lead multi-million-dollar businesses
- Webinars presented by subject matter experts, open to members and their company staff
- Regional meetings, retreats, and chapter-to-chapter exchange events, at the invitation of a local chapter

EXCLUSIVE BENEFITS & OPPORTUNITIES

- E-newsletters to keep updated on the latest opportunities and benefits of membership
- Invitations to leverage business success with global award opportunities (EY Entrepreneur of the Year, 50 Fastest Growing Women-Owned/Led Companies, Women to KNOW, ICSB, IWEC), advisory board invitations, and connections to hundreds of partner programs
- Eligibility for special promotions from WPO sponsors

2,000+
OF MEMBERS

Meeting across 145+ chapters
in over 10 countries.

\$15.1
MILLION

Average revenue of member
companies.

105,603
EMPLOYEES

Aggregate number of
employees at member
companies.

1. LEVERAGE: Marketing from Around the World

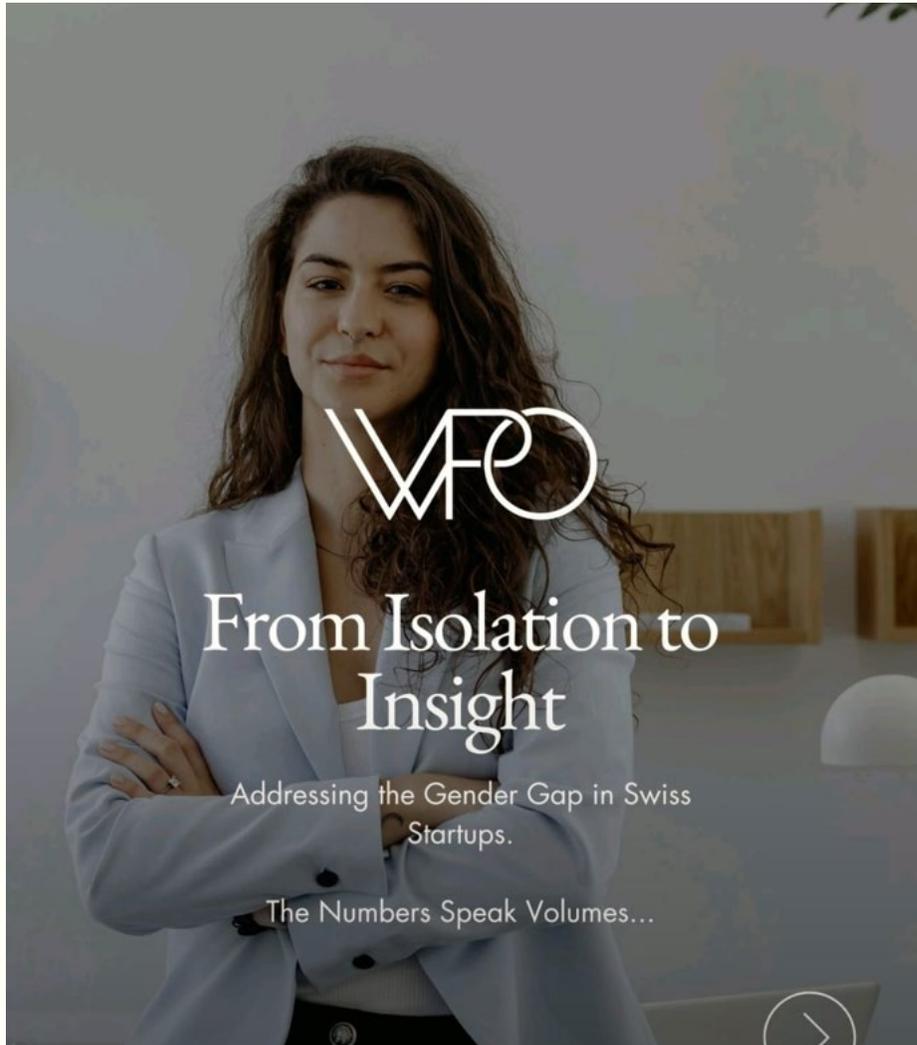


We're looking
for the right few.

Women helping women lead stronger
companies — every single month!

Switzerland's most ambitious women
leaders are gathering — **are you in?**

1. LEVERAGE: Marketing Materials



This Is Not Networking

It's your confidential board of advisors



Chapter Info - SAMPLE

What have you created that you could share with peers?.

- Member brochures / facemats
- Social post templates
- Event invites
- Any other marketing collateral?

CHAPTERS I & II



INDEED TOWER

Downtown
200 W 6th St, Austin, TX 78701
3rd Floor Conference Suites

FIRST THURSDAYS

Chapter I - Noon-3PM
Chapter II - 8:45AM to 11:45AM



ELIZABETH DAVIS
WPO AUSTIN CHAPTER CHAIR
AUTHENTIC IMPACT LLC
EOS CERTIFIED IMPLEMENTER

CHAPTERS III & IV



AUSTIN OAKS CAMPUS

Northwest Hills
7718 Wood Hollow Dr., Austin, Texas 78731
Conference Suite G10

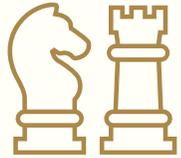
SECOND TUESDAYS

Chapter III - 9:30AM-12:30PM
Chapter IV - 12:30-3:30PM



SARAH GOODMAN
WPO AUSTIN CHAPTER CHAIR
EMINENCE M&A STRATEGIES
MERGERS & ACQUISITIONS ADVISORY¹⁰

1. LEVERAGE Your Business Practices



What are you already doing in your own business that you could leverage for WPO?

1. LEVERAGE Your Strengths



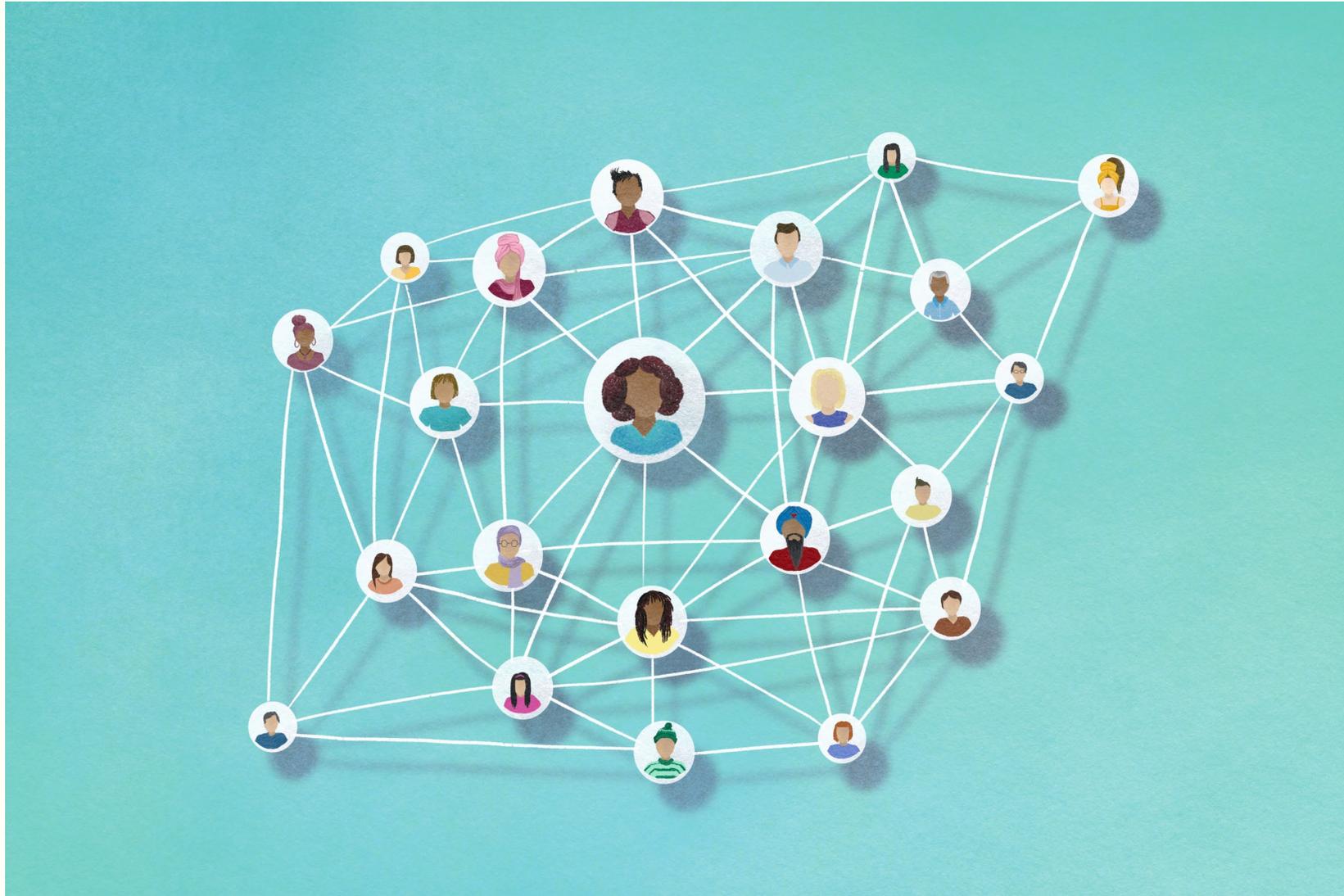
What does your Predictive Index profile (PI) or other personality tool say about how you should navigate sales?

1. LEVERAGE



**Mavericks, Promoters, Persuaders
and Captains ranked highest.**

2. SOURCE – Where to Find Candidates



SOURCE – Where to Find Candidates

 AI Scrape

2. SOURCE: Poll

Member referrals

My own personal/professional network

Events I've hosted (e.g., panels, socials, L&Ls)

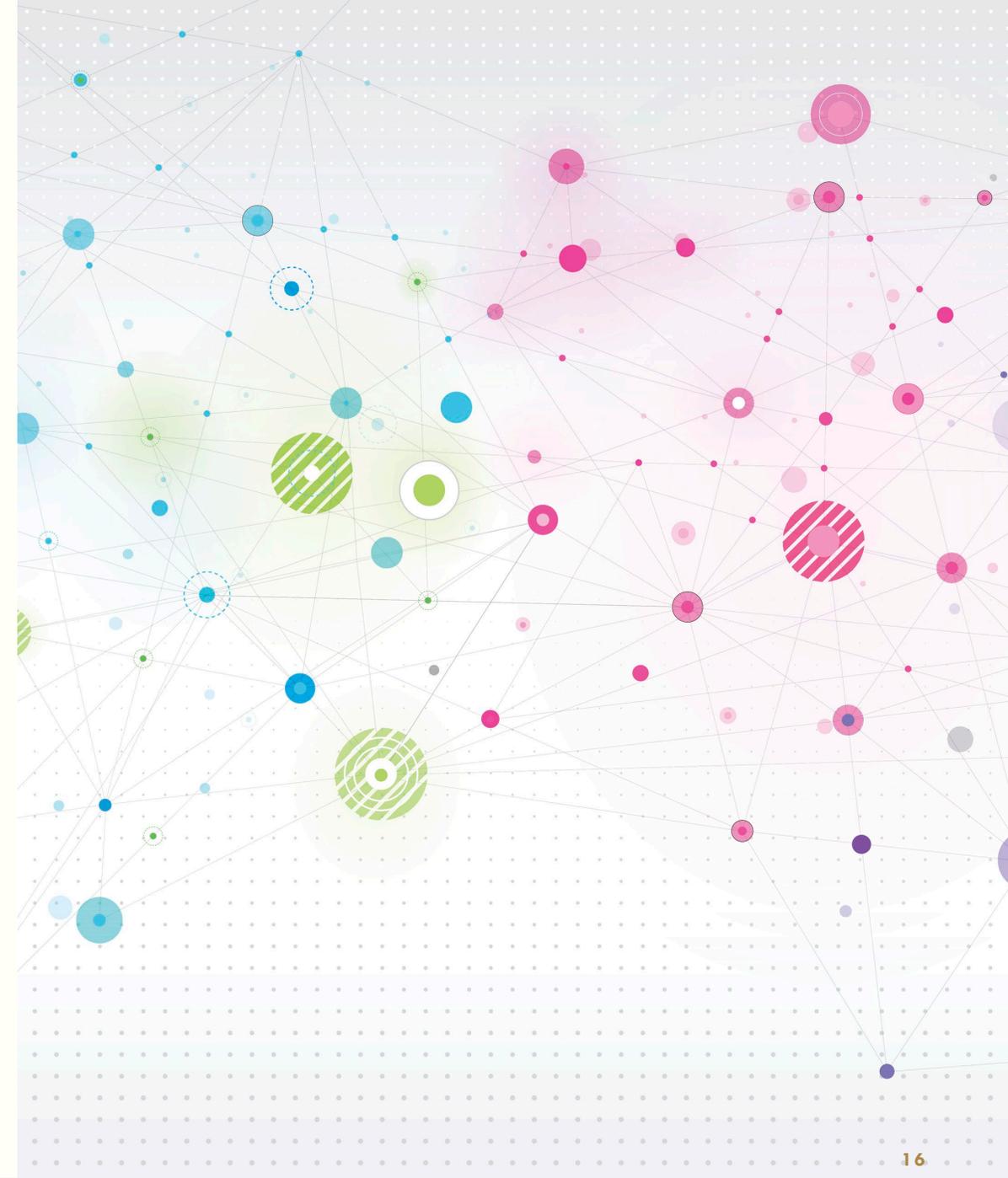
Events I've attended (e.g., awards, networking, industry)

Professional advisors (e.g., bankers, accountants, lawyers)

Sponsor or partners

Research (e.g., Top 40 Under 40, Marketing lists, LI search, AI search, etc..)

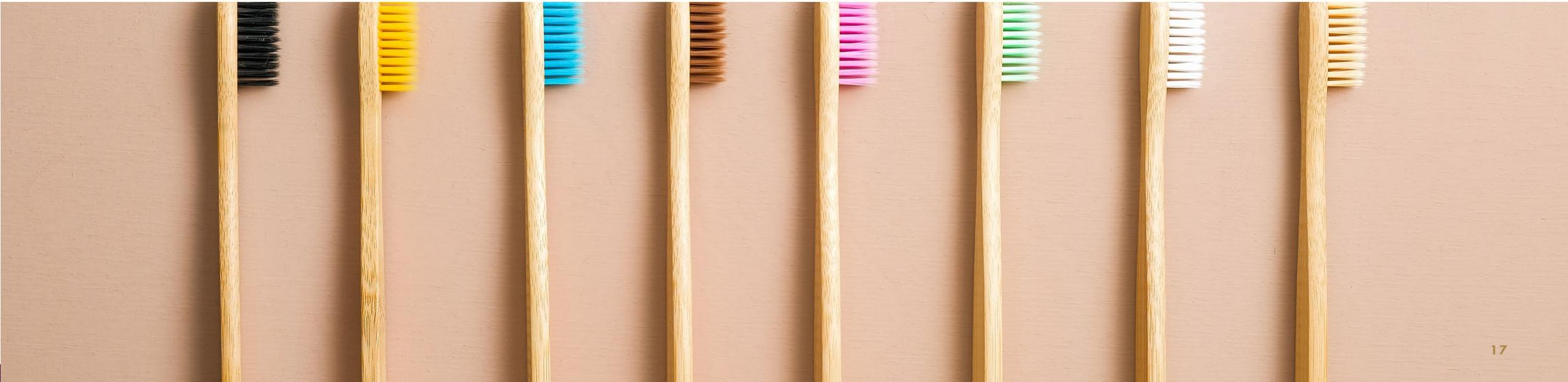
Other – please note in chat



2. SOURCE – Habits

What are your daily or weekly habits related to *finding* qualified candidates?

Share one thing you do consistently?



2. SOURCE: Finding Members...**MANY OPTIONS**

- Ask Members for referrals
- Tap into my own network to find candidates
- Attend events where candidates are likely to be
- Befriend the competition
- Identify & activate ambassadors
- Research potential candidates
- Plan or host an event to bring candidates together
- Develop a LI campaign
- Use my social media to share about WPO
- Get a list of candidates to contact (from WPO)
- Meet with Sponsors/Partners
- Align with complementary organizations
- Deepen familiarity with WPO tools & resources
- ADD YOUR OWN...

Homework: Your 60 – 90 Day Recruiting Plan

Purpose: Outline a realistic recruiting plan with a goal of 15 + members.

Time Blocking: What days and times work best for you to focus on WPO recruiting?

Day(s): *Fri* **Times:** *1:00 – 4:00*



SOURCE – Intentional Seats



1. **Finance:** CPA, Fractional CFO, Valuations, Wealth Advisor, Commercial Insurance, Benefits etc..
2. **Legal:** Corporate, M&A, Family, Wills and Estates etc..
3. **People:** HR, Recruiting, Leadership, Coaching, Training & Development
4. **Marketing,** Advertising, PR
5. **IT / AI / Cyber Security**
6. **Health & Wellness:** Spa, Private Medical, Dental, Psychology/Therapy
7. Construction, Renovation, Interior Design
8. Retail, Food & Restaurant Services, Travel & Leisure

3. ENGAGE: How to Connect with Candidates



ENGAGE – How to Connect with Candidates



Cold Leads

ENGAGE – How to Connect with Candidates

 Warm Leads



ENGAGEMENT: Track and Nurture

CITY WPO												
Name	Referred By	Appl	Status	Chapter	Status Note	Company	Category	Sub Area				
Taylor Swift	Outreach by Chair	<input checked="" type="checkbox"/>	On Hold	Chapter II	Schedule is too full at this t	Taylor Nation	Hospitality ...	Musician, A-list celebrity				
Elizabeth Holmes	Web Lead	<input checked="" type="checkbox"/>	Chair Declined	Chapter I	Not a fit; only looking to fin	Theranos	Technology	Biotech, testing products &				
Kim Kimmerson	Jane Janerson	<input type="checkbox"/>	Active	Chapter III	Meeting for coffee 5/9	Estate Commercial	Real Estate	Property Management				
Lori Lorelson	Coffee Event	<input checked="" type="checkbox"/>	Doesn't Quali...	Chapter II	Check in Jan 2026, under r	Cupcake Company	Products	Bakery, Event Company				
Neha Patel	Kelly Kellerson	<input checked="" type="checkbox"/>	Member	Chapter I	April Renewal	Patel Construction	Industrials ...	General Contractor / Devel				
Alisha Brown	EOS	<input checked="" type="checkbox"/>	Member	Chapter I	Nov Renewal	Oak Advisors	Wealth Ma...	Independent Wealth Mana				
Maria Martinez	Web Lead	<input type="checkbox"/>	Dormant	Chapter I	No response to follow-ups	Market PR	Marketing	Market Research / PR Serv				

3. ENGAGE: Sell what you have

- **New chapter** – sell the concept of being a founding member
- **Small chapter** – convey the culture of the chapter, emphasize the intimacy and support
- **Nearly full chapter** – emphasize the rich experience and diversity. Highlight that there are only one or two highly coveted spots left!

Inclusive exclusivity

INVITE – Sample Call with Candidate

https://drive.google.com/file/d/1nk7fNgT_VBRKtcZ1_otFk3xGFEBn6F27/view



INVITE – Recruiting Conversation Guide



Phone: (646) 668-5460
Web: women-presidents.com

Initial Discovery Conversation Questions:

Question or Topic	Purpose, Responses & Follow-Up Questions
<input type="checkbox"/> Acknowledgement of referral and ask: How did you learn about WPO?	<p>If the potential member was introduced through a referral: "It was great of [Name] to provide an introduction for us. Is that how you first learned about WPO? If not, please share how you know about the organization."</p> <p>If not through a referral, ask the question directly "How did you first learn about WPO?"</p>
<input type="checkbox"/> I'm interested in learning about your business, can you tell me more about it?	<p>The goal of this question is your first attempt to determine if they are eligible by understanding their revenue, ownership, and any potential conflicts with existing chapter members.</p> <p>Some examples of follow-up questions to ask:</p> <ul style="list-style-type: none"> • Can you further describe your company structure? • Please tell me about the size of your business. • I'm interested in learning more about your industry, as well as the products/services you deliver. • Can you explain the market size including your territory or geographic region? • And what is your role within the organization?
<input type="checkbox"/> What are some of the challenges you are experiencing right now as a business owner/leader?	<p>This is an opportunity for you to listen, empathize and reflect. Formulate ideas of what to highlight about WPO that will be most impactful as solutions or support to the potential member's challenges.</p>
<input type="checkbox"/> What do you know about WPO?	<p>Explore their current knowledge of WPO to fill in any gaps. If they are not familiar, be prepared to outline the benefits of the peer advisory model.</p> <p>The WPO is a dynamic and diverse collective of women business leaders around the world who share insight in groups facilitated to drive game-changing experiences.</p> <ul style="list-style-type: none"> • Highlight WPO as a global organization and mention your local, regional and national sponsors, to build the trust and credibility. • Clearly address the confidentiality of everything disclosed or discussed at chapter meetings. <p>Highlight some of the additional benefits and offerings of WPO including HBP Spark, Harvard training, EEF and any other local retreats or events.</p>

Commitments

What activities resonated with you?

What will you do differently moving forward?