

WPO Chapter Chair Tool Kit: A Recruiting Conversation

Your guide to a recruiting conversation with new potential WPO member candidates.

Purpose

This guide is designed to help shape your conversation when interviewing potential members for WPO membership. Feel free to personalize these questions to make the conversation feel natural. Not all questions are necessary; use your intuition to design the flow that suits the situation best. This meeting can be conducted in person or virtually and can range from 30-45 minutes depending on your familiarity with the potential member.

Key Conversation Objectives

- Confirm the potential member's role within their business (ownership status)
- Confirm the annual revenue of potential member's business
- Identifying any conflict with existing chapter members' businesses
- Advance the conversation with the potential member, increasing the likelihood of conversion

Tips for a Successful Conversation

- **Listen actively.** Ensure the potential member has time to express their thoughts before you respond or ask additional questions. Restate anything that isn't clear in the form of a question to confirm your understanding.
- **Respond empathetically.** Acknowledge and validate the potential member's feelings, perspectives and experiences. This is equally important for negative emotions or objections as it is positive.
- **Respect their time.** Keep the conversation focused and if it is long, check-in to make sure the potential member is comfortable with the duration.
- **Communicate clearly.** Avoid jargon and ensure you check in to confirm the potential member's understanding.
- **Be authentic.** Honest, genuine communication will build rapport and trust with the potential member.
- **Share stories.** Illustrate how current members have benefitted from the organization through their experiences.

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>



<input type="checkbox"/> What do you hope to get out of the experience with joining a peer mentoring group like WPO?	Understand their expectations and ensure alignment with WPO's offering. Reinforce their views (echo their comments) by sharing how the group provides learning, support and community.
<input type="checkbox"/> What do you feel would make your membership with our WPO chapter a success? <input type="checkbox"/> To pose this question differently, let's assume you choose to join WPO after our conversation. If I were to check in one year from now, what success story would you like to be sharing related to your WPO experience?	<p>This question is looking for KPI's, both qualitative and quantitative measures of success defined by the potential member. This question helps you to understand their needs and how the Chapter can best support them.</p> <p>You may share a success story or anecdote from a current member that reflects the potential member's anticipated success story.</p> <p>Consider mentioning other benefits of WPO that will contribute to the potential member's experience like HBP Spark, Harvard training, EEF and any local retreats or events not covered earlier.</p>
<input type="checkbox"/> What experience do you have related to participating in other peer advisory groups?	<p>Identify similar or competitor groups in your area. Refer to the HQ chart comparing prices of main competitors such as YPO, Vistage/TEC, EO, etc.</p> <p>Follow-up question if the potential member has participated in other groups: in your experience, what was missing from these groups?</p>
<input type="checkbox"/> What will you bring to the table, what do you feel is your value-add to a group?	<p>Other fun ways to ask this question:</p> <p>What is your superpower from a leadership perspective?</p> <p>How would you describe your usual contributions in a group meeting?</p>
<input type="checkbox"/> What is your availability and commitment to the group?	<p>Explore the potential member's commitment level and share your chapter's attendance expectations (for example, 10 out of 12 meetings annually is expected by all members).</p> <p>Share typical member tenure and the time to become fully immersed in a chapter (for example, 6-12 months).</p> <p>This may be the opportunity to let the potential member know there is no homework requirement, simply their commitment to show up ready to engage, be honest and vulnerable, share their wisdom through experiences and support their fellow members.</p>



<input type="checkbox"/> If this was not confirmed earlier, confirm their ownership status and revenue meet qualification requirements.	<p>The value of WPO is bringing together women owners/leaders who can learn from one another through shared experience. To ensure this core function, all of our members in the _____ level must meet specific ownership and revenue qualifications.</p> <p>Proceed to confirm ownership, then approximate annual revenue.</p>
<input type="checkbox"/> Just like when we talk about self-care, WPO is an investment in YOU on the professional side. How will you honour that investment?	<p>This is a time you can highlight some of the common challenges or pain points owners/leaders feel: leadership can feel lonely, you want a sounding board, it is important to feel validation within a community, you invest in your team and must also invest in yourself, an investment in you as a leader is investment in the business.</p> <p>If this wasn't covered before, remind the potential member there is no homework. WPO meetings are entirely about them as the owner/leader, they need to show up ready to engage, be honest and vulnerable, share their wisdom through experiences and support their fellow members.</p>
<input type="checkbox"/> Are you already aware of the dues? Shall we review the costs to make sure this is a fit for you?	<p>Confirm they understand the financial commitment and step through the fees in a clear, factual manner.</p> <p>First year dues are _____. Second year dues are _____.</p> <p>If applicable to when the potential member is planning on joining the chapter, confirm a portion of the first year fee will be prorated given they are joining mid-year and prior to renewal.</p>
<input type="checkbox"/> What else might you need in order to make your decision?	<p>Address any additional questions or concerns to assist in their decision-making process.</p>
<input type="checkbox"/> Based on our discussion today, what steps do you feel would be most beneficial for you to take in the next two weeks to explore joining our chapter?	<p>By co-creating a follow-up plan with defined actions and timelines, you reduce the risk of indecision and ensure that both parties are aligned on the next steps.</p> <p>Additional question: Can we agree on a specific date to reconnect and discuss your thoughts and any additional questions you might have?</p>

Common Potential Member Questions:

Question	Suggested Response
What happens at a meeting?	Provide an overview of a typical meeting agenda and activities (e.g. one word opener, 3-minute updates, round table, etc.).
Who else is in the chapter?	Share details about the diversity, expertise and industries of current members. For new chapters, share the types of potential businesses you are working to recruit to the chapter.
What are the additional costs, if any?	Outline any potential extra expenses beyond membership dues (special learning forums, seasonal events, EEF). Express these as optional and value-added bonuses (opportunities for additional connection, conversation, learning, etc.).
How can I connect with WPO members outside of my chapter?	There are numerous opportunities through WPO events and conferences (EEF, Harvard, Spark resources, retreats), community events and conferences, as well as online platforms like Webinars, LinkedIn Member Portal.
Can I work with other members (i.e. sell them my products or services)?	<p>Clarify policies on business transactions within the group and re-highlight the purpose of WPO as peer advisory, not a networking forum.</p> <p>However, roughly 70% of members choose to champion and support one another through direct business or referrals. WPO requests you disclose this to your chair and potentially the chapter so there is awareness.</p>
What is the role of the Chair?	<p>Chapter Chairs are professionally trained facilitators who moderate the chapter meetings. As Chapter Chairs, our role is to build and sustain a diverse and healthy chapter, alongside facilitating the monthly meetings.</p> <p>Consider sharing a personal anecdote or your highlight or personal fulfillment as a chair. This could also be why you became a chair.</p>
What are the overall benefits?	<p>Highlight key benefits such as peer support, learning opportunities, and professional growth.</p> <p>Share member experience or anecdotes. For existing chapters, share testimonials from your current members; for new chapters, share other chapter member stories (contact HQ for additional stories).</p>



What are payment options?	<p>Inform them about payment options:</p> <ul style="list-style-type: none">• Payments can be made by credit card online or by check• If a potential member is joining mid-year, a portion of their first-year fee will be prorated (the initiation fee is due in full)• After the first year, annual dues are paid by the chapter's renewal date
What is EEF?	<p>Explain the Entrepreneurial Excellence Forum (EEF) and its benefits. Highlight that this is an annual 3-day event hosted in the spring which brings the largest number of WPO global members together at one time.</p>
What are the meeting logistics?	<p>Provide details on your chapter's meeting frequency, date/time, location and format.</p> <p>Highlight the informal traditions of your chapter, if applicable (for example, some of our chapter members will connect after our meetings for continued conversation).</p>
What can I expect at my first meeting?	<p>Describe the specific onboarding process within your chapter (for example, you may assign a new member a 'buddy' in the chapter to help them navigate the first meeting comfortably).</p> <p>Review what they can expect in their first meeting, including whether they will be expected to provide an introduction of themselves and their business to the chapter.</p> <p>Provide an overview of a typical meeting agenda and activities (for example: one word opener, 3-minute updates, round table, etc.).</p>
How many are in a chapter?	<p>Share the current size of your chapter and the typical size range of a chapter (the goal for every chapter is 12-15 at minimum, but most chapters range between 16-20 members).</p>
How will I get to know the other members?	<p>Explain networking and integration activities within your chapter. This could include:</p> <ul style="list-style-type: none">• Coffee or lunch in advance of the first meeting with the new member and a few existing members of the chapter• Assign the new member a 'buddy' in the chapter to help them navigate the first meeting comfortably
What are the mission and values of WPO?	<p>WPO Mission is: Facilitating the greatness of women leaders through community, peer learning and knowledge sharing.</p> <p>WPO's core values include being supportive, tenacious, thoughtful, community-centered and insatiably curious.</p>



What happens if I miss meetings?	Clarify attendance policies and consequences of missed meetings. The value of WPO is realized when most to all of the chapter members are routinely present. Targeting a minimum of 10/12 annual meetings is the expectation.
Can I send a substitute?	WPO Chapters are centered around the women leaders who own/operate businesses, not the businesses themselves. You are uniquely important to the chapter and substitutes are not allowed.
What does the fee include?	Detail what the membership fee covers meeting facilities, possibly lunch or snacks as well as the professionally-trained Chapter Chair.
Why is there an initiation fee?	Much like other organizations, clubs or associations, this is a one-time enrollment fee which emphasizes the value of the membership and ensures the commitment level of potential members. We want all of the women in your chapter to be equally committed to the group, to each other and to the WPO mission.
I'm concerned about the price, it is too much money.	<p>A powerful way to tackle price objections is with questions:</p> <ul style="list-style-type: none">• What is driving your feeling that the membership fee is too expensive?• Can you describe your concern about the price (determine if the potential member does not see the value, or if they don't currently have the cash flow)?• Have you explored other organizations and their membership fees?• When making investment decisions for your business, what criteria do you use to evaluate the investment?• Do you ever invest in training or professional development for your employees?• What information would help alleviate the uncertainty you are feeling with making this investment?
How are peer-advisory and networking groups different from one another?	<p>Think of peer-advisory groups, like WPO, more along the lines of a supportive study group. Members contribute their insights and wisdom by sharing experiences to help solve specific challenges collaboratively.</p> <p>Networking groups focus on making connections and building relationships that lead to future opportunities.</p>

<p>I work in an industry with both men and women, and see value in peer advisory with both. What is the benefit to all women?</p>	<p>There is value to both types of organizations and groups.</p> <p>Advisory groups with men may be more competitive, where all-women groups tend to be more collaborative. An environment with all-women is often more encouraging of vulnerability leading to a greater depth of understanding on all aspects of challenges.</p> <p>Certain challenges of business ownership are unique to the woman's experience.</p>
---	--