

# INTRODUCTION TO LAUNCHING AN EO CHAPTER

Starting a new chapter within the Entrepreneurs' Organization (EO) is a lot like starting a new company. It takes dedicated leadership, and in this case, a real group effort to make sure the startup chapter succeeds. If you have a passion for success, shaping an EO startup chapter gives you the chance to make your mark.

This document details the process for starting an EO chapter, the resources available and the expectations of the organization. EO chapters around the globe are structured like franchises— independent in many ways, but also bound by certain guidelines to ensure a similar membership experience for every member.

## THIS BROCHURE INCLUDES:

- A brief history of EO
- Overview of EO benefits
- Steps to launching an EO chapter
- Timeline to launching an EO chapter
- Frequently asked questions



**Entrepreneurs'  
Organization**

[www.eonetwork.org](http://www.eonetwork.org)



# GETTING STARTED!

You are about to take the first step in creating the leading entrepreneurial peer group in your city. Throughout this process you will have the support of staff and member leaders guiding you through the creation of this chapter. Are you ready? Your chance to make significant contributions to your community begins NOW!

1. The first step is to understand our organization and what we have to offer. Please review our material, and feel free to ask a lot of questions.
2. If you are interested in becoming a launch champion, you will need to fill out a member application form:
  - a. <https://www.eonetwork.org/forms/Pages/MembershipApplication.aspx>
  - b. We will not process your application until you are 100 percent committed to launching the chapter, and we are 100 percent certain that you are the right person for the launch.
3. The next step is to experience EO first hand. We will invite you to attend a chapter event and/or a Global event.
4. Upon returning from the EO event the next step would be to determine whether or not you want to join EO and launch the chapter. At this point we will process your membership as an at-large member and charge your credit card.
5. Should you desire to “make your mark” you would then need to garner support and interest from 8-10 other qualified individuals who wish to launch the chapter with you.
6. Upon garnering interest from the core group of people, a chapter launch application would need to be completed. Please keep in mind that the global organization launches a limited number of chapters globally each year, and we prioritize these launches and the regions so as to provide the proper support.
7. The application will go through an approval process which usually takes 30-45 days. The application will be reviewed by member and staff leaders.
8. Once approved EO will put together a launch team to aid you in this project. Should the application be rejected or delayed, you will have the option to maintain at-large status.
9. The next step will be to schedule an event in your city. We will work with you side by side during the planning process. The main thing is to invite 40-50 qualified, prospective members to join this new startup chapter. The goal is to sign up 12 members and to determine your chapter board over the next 30 days.
10. EO is committed to supporting this startup chapter while you build out your structure and systems. Upon completing the milestones within 12 months—mainly growing the chapter to 25 people—the chapter will then be recognized as an official EO chapter.

# STEPS TO LAUNCHING A START UP EO CHAPTER

Once a launch has been approved, EO Global will assist in getting you acclimated with the organization. Together we will set clear objectives for the chapter launch:

## WITHIN 30 DAYS:

- Receive and review the additional launch material, which includes the chapter manual and officer handbooks for each position
- Meet with EO Global Membership staff to answer any questions and to build out the project timeline
- Meet with your EO mentor
- Identify a strong group of potential members
- Set a date for the chapter launch event
- Confirm local dues
- Ensure members have an e-mail address as primary way of chapter communication
- Create a list of potential local sponsors and make contacts to underwrite the cost of learning events and the launch of the chapter

## WITHIN 60 DAYS:

- Conduct a chapter launch event to gather prospective members at an EO event in your city. EO member leaders, EO staff and your EO mentor will also be in attendance. At the kickoff, the vision and direction of the chapter should be discussed, as well as an overview of the key benefits of EO membership
- Establish founding board members
- Set the first Forum training date
- Connect with the EO Learning department
- Develop a six-month learning calendar
- Schedule officer training with EO staff/member leaders

## WITHIN 90 DAYS:

- Finalize initial board of directors
- Establish financial systems (bank account/legal dues)
- Write chapter by-laws
- Finalize learning calendar
- Introduce the Forum program and establish Forum groups in the chapter
- Hold a Strategy Summit with your full board (Global covers the cost)

## BEYOND 90 DAYS:

- Continuously recruit new members
- Hold recruiting events at regular times throughout the year
- Create a board succession plan
- Hold 8-10 learning events per year
- Follow the new-member integration program
- Encourage members to attend EO Universities and conferences
- Develop relationships with local media for chapter press
- Contact EO Global to set-up a chapter Web site template
- Attend GLC with the full board (be sure the budget covers the travel expenses)
- Host a Global benefits presentation

# BENEFITS OVERVIEW

## FORUM

YOUR OWN PERSONAL BOARD OF ADVISORS

What would you give for a personal board of advisors, as well as the ability to tap into a small group of business owners who can offer you direction based on their experiences? This invaluable access is available through Forum, a unique, member-driven experience that brings together a group of eight to 12 entrepreneurs for peer-to-peer learning and support. Participants take part in monthly meetings employing special protocols to support a trusting environment in which they can safely explore business and personal growth issues.

## CHAPTER EVENTS

LOCAL INSIGHTS AND CONNECTIONS

When you join EO, you join a chapter as well as the Global organization. As part of this local community of entrepreneurs, members participate in regular chapter learning and social events. At these functions, you will have the opportunity to connect with local EO members while benefiting from the knowledge of guest speakers who discuss a variety of business topics. In many cases, these programs capitalize on the availability of high-quality local presenters, educating you on nearby resources and addressing themes in your business community.

## MEMBER EXCHANGE

THE EXPERIENCE OF 25,000 PEERS  
AT YOUR FINGERTIPS

Member Exchange is a powerful peer-to-peer resource database that offers you the collective experience of more than 25,000 members of EO, YPO-WPO and the Chief Executives' Organization (CEO). When you want answers to your most pressing business and personal issues, Member Exchange connects you with other business leaders who possess the most relevant experience to your question in a secure, confidential and timely manner.

## HEALTHNETWORK FOUNDATION

HELP FOR PERSONAL CHALLENGES

When you face critical health concerns, EO can help through our relationship with the Healthnetwork Foundation. Healthnetwork grants you and your family express access to centers of medical excellence for advanced diagnostics, treatment options, top doctors and executive physicals.

## MENTORSHIP

EXPERIENCED PERSPECTIVES  
FROM TRUSTED LEADERS

The EO Mentorship Program offers you the opportunity to work one on one with a highly experienced mentor in an ongoing, structured mentorship. The EO Mentorship Program provides a chapter-based framework to help mentorships succeed, including a carefully designed matching process, member-facilitated training and ongoing follow-up by the chapter Mentorship Chair.

## EXECUTIVE EDUCATION

LEARNING FROM THE WORLD'S  
TOP BUSINESS SCHOOLS

Through relationships with some of the world's top business schools, EO provides executive education programs that allow members to expand their business knowledge and leadership skills, including the renowned three-year Entrepreneurial Masters Program (EMP). Attendees can be sure to cover topics such as the six fundamental areas of business: management, finance, human resources, marketing and sales, operations and research and development.

## GLOBAL EVENTS

ONCE-IN-A-LIFETIME EXPERIENCES  
AND NETWORKING

Through EO events, you can access top resources in the world of business, personal development and politics. EO Global events offer you unprecedented access to top venues, speakers and activities in the most fascinating locations in the world. Universities are high energy, multi-faceted events that connect you with hundreds of your fellow members, while Regional Conferences are designed for those who prefer a more intimate setting of approximately 100 peers.

## EONETWORK

EXCLUSIVE ACCESS TO OUR  
GLOBAL COMMUNITY ONLINE

Members can access EO's global community 24 hours a day, seven days a week through EOnetwork ([www.eonetwork.org](http://www.eonetwork.org)). This members-only Web site allows you to participate in virtual communities based on your interests, search the online membership directory to find members of interest, access audio and video of past learning events and much more.

# HISTORY OF EO

In the beginning, we were the Young Entrepreneurs' Organization (YEO), growing throughout Canada and the United States and expanding to Mexico and Asia. By 1996, the same year we hit 1,000 members, it was clear that there was a need for a graduate program. As a result, the World Entrepreneurs' Organization (WEO) was initiated. YEO and WEO chapters formed in Australia, Europe and the Middle East.

In 2005, YEO and WEO merged to create the Entrepreneurs' Organization (EO), creating a global community that enriches members' lives through dynamic peer-to-peer learning, once-in-a-lifetime experiences and connections to experts.

Here are just a few of our many milestones over the years:

## 1987

At the request of Verne Harnish, 22 members of the ACE 100 invest US\$1,000 in a new group: YEO.

## 1992

The first YEO chapter outside the US and Canada is formed in Mexico City.

## 1996

Membership swells to 1,000 members during YEO's 10th anniversary year. The WEO, YEO's official graduate organization, is initiated.

## 1999

YEO expands on European soil, launching chapters in the UK and the Netherlands.

## 2002

YEO again meets a membership milestone during an anniversary year, surpassing the 5,000 member mark while celebrating YEO's 15th anniversary.

## 2005

The EO brand is officially launched, uniting YEO and WEO, at the Global Leadership Conference (GLC).

## 2007

EO celebrates its 20th Anniversary in Las Vegas, Nevada, USA.



# FAQ

## HOW MUCH DOES EO COST?

Dues cost roughly US\$3,000 for the first year and roughly US \$2,300 every year thereafter, whereby US\$1,000 stays with the chapter as local dues. Your chapter dues will go directly into a holding account for your chapter. Once the chapter has been established and has set up a bank account, the local funds will be transferred to you. Dues are pro-rated quarterly so members get the most value for their membership dollars.

## WHAT CAN I EXPECT FROM THE EO GLOBAL STAFF?

Each chapter is assigned a Business Development Director for the first year of startup status. This person is the lead in helping with the affairs of the chapter. You can expect this person to coordinate all efforts to assist the chapter from the global level. EO Global also has staff to assist with Forum, learning and all of the other services available to the member and the chapter. Upon completing your startup year, you will be assigned a chapter manager who will be your main staff contact.

## WHAT IS AN EO STRATEGY SUMMIT?

The EO Strategy Summit is a facilitated retreat for global EO chapter boards. Summits are created for the purpose of generating board alignment, focus and momentum. Since the facilitators of the Strategy Summit are also members, they are able to share how other chapters have accomplished their goals. At a Strategy Summit, you will create core values for your board to leverage every strategic decision and identify your chapters' dangers, opportunities and strengths, all leading to a one-page business plan that includes your chapter's vision and mission, a prioritized list of top five objectives and measurable goals for each board position.

## WHAT IS EONETWORK?

EOnetwork ([www.eonetwork.org](http://www.eonetwork.org)) is a member-only communication tool. You are able to utilize the online membership directory, with advanced search and reporting capabilities. You are also able to update your personal profile. EOnetwork connects members directly to all EO services and benefits. It is the one-stop-shop for all things EO!

## WHAT DO EO GLOBAL SPONSORS DO FOR THE MEMBERS?

Global Sponsors support EO and its members through financial and in-kind sponsorship of events and programs. Sponsorship of programs keeps member dues as low as possible. Sponsors also offer services that are important to the entrepreneur. Each sponsor is chosen based on the relevance of their product or service to EO members.

## WHAT DOES A CHAPTER BOARD DO?

The chapter board is made up of members who volunteer to handle the affairs of the chapter. The board is composed of a president and various chairs. The president handles the strategic direction of the chapter and presides over the group at board meetings. The chairs handle assigned tasks based on the position they hold (Forum, Learning, Membership, Sponsorship, Finance, Communication, etc.).

## WHAT IS THE GLOBAL LEADERSHIP CONFERENCE (GLC)?

GLC is an annual leadership training conference. Held in both North America and the Asia-Pacific region each May, the conference attracts member leaders from around the globe who are interested in learning how to effectively run a chapter of EO. GLC is MANDATORY for all chapter officers. Attendees share high-level best practices for their experiences and pick up ideas to better understand how to create a great chapter experience.

## HOW DO I START THE FIRST FORUM IN MY CHAPTER?

The initial Forum is a critical step for a chapter. Forums are made up of 8-10 members in non-competing businesses with no other personal conflicts that would hamper the trust in the group. Once these members are Forum trained, they are ready to meet monthly as a Forum. Forum training shows members how to work as a healthy Forum. EO stipulates that the founding board must start three Forums within the first year. You may be a part of two Forums and then drop out of one if time does not permit. Forum development is critical to help the chapter achieve the required 25 members within the first year and to move from startup to official EO chapter status.

ARE YOU READY TO TAKE  
THE NEXT STEP?

CONTACT  
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