

# Industry Forum

Industry Forums provide a structured Forum for members from related industries across multiple chapters to collaborate, share insights, and drive growth. By bringing unique skills, knowledge, experiences and expertise, members can contribute to elevating the entire group's Forum experience.

## Objectives of Industry Forums:

### Industry Insights

Dive deep into the latest trends, challenges, and opportunities within their industry to understand how it impacts each member's business and help them stay competitive.

### Learning and Development

Offer continuous learning opportunities through peer-to-peer knowledge and experience sharing.

### Business Development

Foster discussions that could lead to potential collaborations, partnerships, and new business opportunities.

### Networking

Provide a platform for building meaningful connections and professional relationships with industry peers that can lead to mutual growth.

### Sharing Best Practices

Encourage the exchange of successful strategies and ideas to help members optimize operations and achieve better outcomes in a confidential safe space.

## ALL FORUM MEMBERS MUST:

- Be Forum-trained.
- Have prior Forum experience within chapter forums.
- Be from the same industry but belong to a different chapter.
- Be available for regularly scheduled meetings with the same group of people.
- Have members who are not direct competitors.

## ALL FORUM MUST:

- Adhere to EO's Purpose, Ambition and Core values.
- Be led by a trained moderator.
- Have a Constitution

Any questions?

Contact [forum@eonetwork.org](mailto:forum@eonetwork.org)

**Join the Forum that's right for you!**

## FORUM CONERSTONES



### **Confidentiality**

A secure environment is essential for members to feel safe sharing sensitive business and personal information.

### **Vulnerability**

An environment of openness and a willingness to share successes, ideas, challenges, risks, concerns, and opportunities within business is crucial for building trust.

### **Forum Mindset**

Members should approach forums with the goal of learning through experience shares rather than seeking direct advice, creating a space where they can draw their own insights and conclusions.

### **Personal Responsibility**

Each member plays a vital role in creating a meaningful Forum experience by being fully present – physically, mentally, and emotionally.

## AGENDA FOR INDUSTRY FORUMS

This agenda is designed to maximize the value of the Industry Forum session by balancing structured interactive discussions, and networking opportunities.

### Short Agenda

#### Opening Rituals

- Objective Reminder
- Clearing round
- Ice Breaker/Connection

#### Enterprise/Business Reflection

Deep Dive on Opportunities/Challenges  
Brainstorm/Topical Discussion

#### Closing Rituals

- Rate Meeting
- Date of next meeting

### Long Agenda

#### Opening Rituals

- Objective Reminder
- Clearing round
- Ice Breaker/Connection

#### Enterprise/Business Reflection

Deep Dive on Opportunities/Challenges  
Brainstorm/Topical Discussion  
Expert Talks  
Interactive Workshops  
Lifeline  
Team building Activities  
Socials

#### Closing Rituals

- Rate Meeting
- Date of next meeting

## Rate Meeting Scorecard

- 1. Engagement Level:** Rate how engaged participants were during the session (1-5)
- 2. Value Delivered:** Assess the perceived value of the content and discussions (1-5):
- 3. Overall Satisfaction:** Overall satisfaction with the session (1-5):
- 4. Open Feedback:** Share what worked well and suggestions for future sessions.

## Roles and responsibilities

### Role of the Industry Forum Moderator:

The Industry Forum Moderator leads both forum meetings and the overall forum experience by:

- Aligning forum goals and values with the industry forum objectives.
- Facilitating meaningful and productive forum meetings.
- Guiding members in fulfilling their forum roles.
- Ensuring the forum agenda is followed effectively.

### Roles within the Forum:

-Leadership Roles (One-Year Term):

Forum Moderator, Moderator-Elect, Parking Lot Manager, Treasurer (optional), Liaison Officer (optional).

-In-Meeting Roles (Rotating):

Timekeeper, Ice breaker Manager

## Business Reflections

### Business Reflections Sheet

Name of Forum Member:

Date :

#### Expressing Gratitude

Thankful for:

Highlight of the entrepreneurial journey last month was:

It was significant because:

The major set back the business experienced was:

It had a negative impact because:

A topic I would like to present today:

On a scale of 1-10 (*1 being the lowest and 10 being the highest*) my level of urgency to present this topic is:

#### Needs, Leads and Aspirations

Needs - Specific resources or support needed:

Leads - Opportunities, insights or connections that may benefit others:

Aspirations - Goals or dreams you are aiming to achieve or explore this month:

## Agenda: Deep Dive on Opportunity/Challenge (O/C)

The O/C deep dive is a focused session where a member shares, in detail, a significant opportunity or challenge they are currently facing in their business. The purpose of this session is to gain valuable input from other members through the sharing of relevant experiences, offering insights and perspectives that can help navigate the challenge or leverage the opportunity effectively.

### Opportunity/Challenges Exploration (10-15 mins)

- Description of what the member wants to explore.
- Context and current status.
- Insight into the challenge: key barriers & impact
- Feelings & Emotions
- Future outlook: hopes, risks, and required support.

### Clarifying Questions (10 mins)

- Forum members ask open-ended questions for deeper understanding.

### Experience-Relevant & Resonant Sharing (10 mins)

- Members share related personal experiences.

### Active Learning - Key Takeaways (5 mins)

- Each member summarizes key learnings and insights.

## O/C Deep Dive

### O/C Deep Dive Presentation Sheet

#### Step 1: Description of Opportunity/Challenge (10-15 mins)

##### What I want to explore

- Describe what you want to explore.

##### Context and Current Status

- Share relevant background information and its significance to you.
- Describe the current status.

##### Gaining insight into the opportunity/challenge

- Identify the most challenging aspect of this opportunity/challenge.
- Explain how this is impacting your overall goals or objectives.
- Discuss what steps have already been taken and the results.
- Outline the specific barriers or obstacles hindering progress.

##### My feelings and emotions:

- Identify the emotions or feelings associated with this situation and how they might be influencing your approach.

##### Looking forward:

- Share your hopes, dreams, or ideal outcomes.
- Reflect on what failure would mean for you and others.
- Consider what success would mean for you and others.
- Identify the type of support or resources needed to better manage or overcome this opportunity/challenge.

#### Step 2: Clarifying questions (10 mins)

Forum members can ask open-ended, clarifying questions to understand the status of the opportunity or challenge better.

##### Sample Questions:

- Describe your strongest feelings in one word.
- Tell us more—what are you most anxious about?
- What are the potential risks involved?
- How does this opportunity/challenge align with your long-term goals?
- What would happen if you don't address this challenge?
- Who else is impacted by this situation?
- Are there any assumptions you're making that could be challenged?
- How have you dealt with similar situations in the past?

#### Step 3: Experience-Relevant & Resonant Sharing (10 mins)

Forum members share relevant and resonating experiences related to similar opportunities or challenges.

- Each member shares experiences directly related to their situation or concern without offering advice (2 mins per member).

#### Step 4: Active Learning - Key Takeaways (5 mins)

Summarise key learnings, takeaways, insights derived from the session

- Each member shares their key learnings and insights (1 min per member).

## Other Tools

### Brainstorm

- Use for idea generation around a "how" or "what" issue
- Stay in Forum Mindset
- Frame the topic to provide value for many members
- Set time limit (5-10 min.)
- Generate as many ideas as possible—all ideas are good
- No judgment, no debate, no narrowing down list
- Contribute ideas to the topic—not directed at one person
- All members leave with a list of ideas.

*Examples:*

- *How to incorporate positivity into our culture*
- *How to make our come alive*
- *Where/how to find great sales people*

### Topical discussion

- Use to share experiences, tools, ideas, and resources around a particular topic
- Frame the topic to provide value for many members. For example, 3-5 questions for all to answer
- Each member shares for x min.-with appropriate amount of time for discussion
- If planned in advance, visual aids can be helpful
- Share experiences and resources to the topic, not a presenter
- Close with each members' takeaway from the discussion

*Examples:*

- *How do you manage finances, taxes, etc.*
- *How/what do you measure in your business*
- *How do you manage your brand, social media. etc.*

### Internal or external expert

- Use when knowledge or expertise is desired on a particular topic of interest to the Forum
- Prepare the expert as to the expectations/needs of the group
- Structure the conversation with ample time for Q&A (ex. 15 min. expert presents + 15 min. Q&A)
- May include a short time for experience-sharing or discussion after SME leaves
- Close with each members' takeaway from the discussion

*Examples:*

- *Cryptocurrency*
- *Mergers and acquisitions*
- *Social media strategy*

### Lightening round

- Use to share quick resources or responses (<1 min. /pp)
- Frame the question to provide value for many members
- Share ideas to all—not just one person

*Examples:*

- *Favorite business book read this year*
- *Favorite app that has impacted your life*
- *How much life insurance do you carry?*
- *Where/how did you find your best employee?*

### Other information sources

- Books, videos, articles, etc.
- Use the information source as a catalyst for a focused discussion
- All members can read/watch the information pre-meeting and be ready to share thoughts, experience or answer specific questions
- Or one member may share a summary report of the content to be used by members

*Examples:*

- *Read Crucial Conversations and then share for 5 min. on your key take-aways*
- *Read an article on work-life balance and then share what works and doesn't work for you in your life*
- *All members watch a Ted Talk prior to Forum meeting*

### Internal or external expert

- Use when individuals are looking for accountability towards reaching specific goals
- Members share progress towards stated goals, reporting on/off track in a separate round after 5% Reflections
- Members may be assigned an "accountability buddy" for additional support

*Examples:*

- *Health/wellness goals*
- *Dream/stretch goals of a personal or professional nature*
- *For more help, the Forum can book the Goals & Accountability Forum Workshop*