

An Alternative Start Up Model

Academy of Culture Ambassadors Chapters

What is described below are not webinars that are selling something and they are not open to the public for free. Webinars are always free and we need to have a convincing story that these are not webinars. That includes (1) not selling a product or service (2) face to face round table discussions (3) face to face networking (4) presentations by several culture leaders.

1. The ACA publication on Words of Wisdom features prominent workplace culture leaders. They are a source of presenters for chapter meetings.
2. The Words of Wisdom persons do a recorded video in advance of a chapter meeting.
3. Recorded videos are not available outside of Chapter meetings.
4. Local chapter operations:
 - Starting a new chapter requires 5+ paid members.
 - Plan speakers, day, and time at least 3 months in advance of a meeting.
 - Lunch meeting agenda.
 - Time for networking.
 - Have lunch.
 - Watch a recording.
 - Speaker is connected on audio for a live round table conversation with meeting participants.
 - Group discussion.
 - Meeting arrangements.
 - Location, projector, computer, screen, WIFI and phone connections, speaker phone, order lunch to be delivered, reusable name tags, pay for lunch with a National credit card.
 - Annual member fees.
 - Amount decided by local chapters as a group to cover a year's expenses. For persons that become a member mid-year the amount is pro-rated. The meeting registration knows who are paid members.
 - Non-members can attend for a larger fee per meeting. This requires payment at the time of registering to attend.
5. National operations:
 - Handles Words of Wisdom publication.
 - Arranges speaker video recordings.
 - Schedules live audio connections.
 - National event announcement template.
 - Handle local event eblasts.
 - Provides conference call phone if needed.
 - Joining a chapter and paying fees are handled on the National web site.
 - Chapters add email addresses to the national email database.
 - National has a Chapter's page on its web site.

Existing chapters decide how they want to participate. They can continue as they have been or pick up pieces of the startup model.