



City Group Leader Brief

The City Group leader is key to realizing the mission of the New Talent Management Network. They serve their talent management peers by organizing regular City Group discussions in their area. We're listed below some guidelines and hints for making your City Group successful.

GENERAL

It's about quality, not member count: The NTMN started with four talent leaders sitting around a conference table discussing issues that they cared about. A City Group leader should focus on ensuring that high quality discussions take place – whether among four or 40 people.

The NTMN exists to serve corporate talent management practitioners: The NTMN began with the belief that corporate TM practitioners rarely had a chance to interact with their corporate peers. We wanted an organization that was focused on meeting their needs for learning and networking, without worrying about consultants or vendors overtaking those processes. As a City Group leader this means that:

- We welcome consultants and vendors who support our mission to be City Group co-leaders but no more than 50% of co-leaders should be consultants or vendors
- No more than 50% of City Group attendees (not invitees) should be consultants or vendors. To maintain that balance, some City Groups confirm consultants' and vendors' attendance only after confirming the number of corporate practitioners who will be attending
- City Group leaders are free to decide to exclude consultants or vendors from their meetings entirely

GETTING STARTED

Start with our mailing list; use those leaders to reach out to others: We will provide you with the contact information for NTMN members in your area and mailing templates. You should encourage everyone you invite to invite others to join.

Start a local NTMN Linked-In Group: Many of our City Groups have found that a LinkedIn group provides the perfect way to both attract and communicate with members. It's easy to start and maintain.

- **We will provide you with the NTMN logo:** Please ask for our current logo so we maintain brand consistency.

- **Be sure to select the option to pre-approve all posts:** You'll find that some people will join the group just to try to post items that advertise their services. You should select the options that require you to approve every post. On the main NTMN site, we remove from the group anyone who continually tries to post commercial items.

Multiple co-leaders has proven to be the most successful choice: While City Groups don't require a significant amount of time to organize, it can be challenging if you feel that you must do everything yourself. Find a co-leader, three or four. You'll share the workload, get more great meeting ideas and build new friendships. If you can't find anyone to co-lead, you might not have the right members in your group. If they're committed to the mission of the NTMN, they should be willing to invest a few hours to help support it.

RUNNING THE MEETINGS

Meeting topics: The two typical meeting formats are speakers and discussion topics. With topics, the group will organize a discussion around a particular topic (talent reviews, succession planning, talent strategy, etc.). They will either have a few members present what their companies are doing or have an open discussion guided by members' questions or opinions on that topic.

There are sometimes nationally known speakers who will volunteer to speak to City Groups when their schedule aligns with the group's meeting. Ask us if there are any speakers currently available. Other groups will have a business leader from their company address the group. Consistent with our non-commercial guidelines, City Groups don't pay for speakers.

The NTMN conducts an annual research project and releases a thorough report whose findings can also serve as a great discussion topic.

Organize your meeting around the available venue: Some City Groups don't hold meetings because they can't find large enough meeting rooms. Revisiting the opening paragraph, City Groups are not about getting the most people possible into a room. If you can only secure a conference room for 10 people, then get 10 practitioners and have a great meeting.

Frequency: Most groups find that either semi-annual or quarterly meetings work well.

Attendance: Typically about 60% of those who confirmed they will attend, actually do attend. Plan your venue and balance of practitioners and consultants to reflect that.

QUESTIONS: INFO@NEWTMN.COM