

THE ROLE OF A BUSINESS ADVISORY BOARD (BAB)

If properly used, a Business Advisory Board can serve as an asset to your team. This group can provide mentorship and guidance for your team, advice on projects, an introduction of your team to other leaders in the community, access to needed resources, and critiques of your presentation before the actual competition. If your team is having difficulty identifying potential Business Advisory Board members, consider looking at the following groups for candidates:

- Team alumni are a good foundation for your Business Advisory Board. Alumni can provide unique and valuable insights for your team.
- Enactus companies with a presence in your community. You can find a list of Enactus donor companies at www.enactus.org. (Please note that while executives at these companies may be personally involved with Enactus, it is possible that individual company representatives located in your community may not be familiar with Enactus. When you approach these individuals, do not take for granted that they are aware of Enactus. You should be thoroughly prepared to explain what Enactus is to them. For rules on how to contact Enactus board members of these companies, review the “Membership Guidelines” section of this handbook.
- Leading business, educational and civic organizations in your community, e.g., the Chamber of Commerce, economic development groups, Rotary.
- Businesses that would have an interest in and be able to provide guidance for a specific project.
- Members of the mass media.

Engaging Business Advisory Board Members

After you have created your Business Advisory Board, it is important to involve the members in team activities. We suggest meeting with your Business Advisory Board at the beginning of the year to review your planned projects. This meeting is a great opportunity for members to give their advice and sign up to be a part of projects that align with their interests.

Keep in mind that not everyone on your Business Advisory Board will be able to be as involved as the others. In this case, it is still important to keep them involved and informed of team activities. Consider the following strategies for working with your Business Advisory Board:

- Hold a beginning of the year meeting to review your plan for the new year and introduce new members to the board. Be sure to invite the members to your weekly meetings.
- Create a monthly newsletter to inform your Business Advisory Board about team activities and upcoming projects.
- Share links to your team website and social media pages.