



JCI IN BUSINESS

TOOLKIT

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PREFACE

Welcome to the JCI in Business (J.I.B) Toolkit – an essential resource curated for JCI members venturing into the global business landscape.

As the foremost global network of young leaders, JCI develops leaders for this changing world in 4 areas of opportunities.



The JCI in Business initiative is designed to embody the Business and Entrepreneurship area of opportunity. Just as the Creative Young Entrepreneur program aims to build start ups, JCI in Business (JIB) is here to cater for the next phase: leveraging the JCI network at local, national and global level to help promote and develop businesses run by talented JCI members. In turn, it helps tap into potential and skills that will help the JCI entrepreneur grow and expand their businesses and find potential clients, suppliers, mentors, investors or business partners.

Use this toolkit to unlock insights, tools, and strategies designed to capitalize on the power of word-of-mouth in international business expansion. According to recent statistics, authentic connections hold immense value, 92% of consumers trust referrals from friends and family over other forms of advertising. The JIB Toolkit equips you with the tools for dynamic meetings, workshops, and networking events and also emphasizes the profound impact of building genuine relationships. Based on the 2023-2027 JCI strategic plan “Developing Leaders for a Changing World”, JCI in Business is an exclusive business program within JCI that aims to foster regular meetings, networking opportunities, and the spirit of entrepreneurship and innovation. It will show that business is not taboo even within a volunteer organization and that pushing economic growth and employment is part of making the world a better place.

In the realm of B2B transactions, the influence of word-of-mouth remains paramount, with a staggering 86% of B2B buyers deeming it the most influential factor in making purchase decisions. The JIB Toolkit presents a strategic framework for JCI members to harness the power of word-of-mouth during exclusive JIB Business Matching sessions. These sessions,

conducted at Area Conferences and World Congress, provide a structured framework for qualified connections and referrals.

Glossary

Term	Definition
JIB	JCI in Business - one of JCI's initiatives to push the Business and Entrepreneurship Area of Opportunity for young leaders
Programme	A collection of Table meetings set by the organising committee.
Framework	A set of rules and guidelines identified by the JIB committee to run the programme.
Pilot Programme	The process of cultivating the selected NOM to develop JIB programmes in 2024.
NOM	National Organisation Member
LOM	Local Organisation Member or Local Chapter
Table	One individual business group is called a "Table". A table consists of a group of members who regularly meet to grow their connections in order to discover new business opportunities.
Qualifying	A process of profiling businesses by the organising committee. Prospect needs to submit a description of the business, objectives, expected connections.
Prospect	A business owner who wants to spectate the process of Table meetings and choose to become a member of the Table
Connector	A full JCI member who commits to and actively participates a Table
Conversions	A process of prospect to become a connector
Connection	An engagement of two business owners that could potentially lead to benefits both parties in future terms
Deals	A business deal lead from the connection
Showcase	A stage opportunity of Table
Elevator Pitch	A quick 60 seconds speech prepared by the Connector to present their business
Demo	A short (5-minute) session prepared and executed by the Connector to display their products or services
Presentation	A short (10-minute) session presented by the business to appeal other connections which lead to deals

JCI IN BUSINESS

What is JCI in Business (JIB)?

JCI in Business (JIB) is an exclusive platform connecting JCI members worldwide, fostering business expansion through a structured program and networking opportunities.

What is the Objective of the JCI in Business Program?

To facilitate business growth among JCI members, providing a standardized framework for regular meetings, networking, and fostering entrepreneurship and innovation.

Who is the JIB target audience?

JCI in Business targets business owners, business professionals, and entrepreneurs globally, whether or not they are JCI members or JCI Alumni. However, non-JCI members can be prospects and are welcome to participate in JIB Tables after successfully becoming a JCI member or JCI Alumni Club member.

What are the Benefits of JIB?

Business Expansion: JIB provides an exclusive platform for JCI members to extend their businesses both locally and internationally, leveraging the vast networks recognized by JCI.

Networking Opportunities: Through regular meetings, workshops, and networking events, JIB creates a dynamic space for JCI members to connect, exchange ideas, and collaborate on diverse business ventures.

Knowledge Sharing: JIB facilitates the sharing of industry knowledge, best practices, and entrepreneurial experiences, fostering a supportive community that encourages professional growth and success.

Empowerment: By nurturing the business insight of its members, JCI empowers individuals to make a positive impact in the global business landscape while upholding the organization's core values of social responsibility and leadership.

Business Matching Sessions: Exclusive business matching sessions at Area Conferences and World Congress aim to create new opportunities and boost leadership and economic growth through strategic business development initiatives.

Structured Framework: JIB provides a framework of qualified connections, referrals, and a well-defined agenda for National Organizations, enabling them to thrive in the international business arena.

Program Support: The toolkit and resources offered by JIB assist National Organizations in effectively running JCI in Business programs at a national and local level, ensuring a successful rollout and continuous improvement.

JIB STRUCTURE

Overview



JIB International Committee

JIB Chairperson

- Appointed by JCI President
- Works with JCI WHQ
- Reports to the Chief Executive assistant to the President

Committee Appointees

- 2-4 Appointees for each JCI Area
- Report into JIB Chairperson
- Support National JIB Chairpersons and the National JIB Governing Teams for each National Organization

National JIB Governing Team

National JIB Chairperson

- Appointed by National Organization
- Reports to National Organization and JIB Committee Area representative/s
- Supports the overall delivery of the JIB Program

Secretary/Treasurer, Vice Chairperson, Directors

- Appointed by National Organization based on their needs
- Reports to National JIB Chairperson
- Supports the overall delivery of the JIB Program

JIB Table Organizing Committee

Table Chairperson

- For small NOMs this might be the National JIB Chairperson
- For larger NOMs with multiple Tables, this Chair is appointed by the National JIB Governing Team
- Reports to the National Board / National JIB Chairperson
- Responsible for the Plan of Action, chairing the meetings, and leading the Table Organizing Committee

JIB Organizing Committee

- a Table Led by the Chair
- a Secretary and/or Treasurer to manage administration
- a Program Lead to manage the internal operations of the program
- a Registration Lead to manage the registration process
- a Promotion Lead to manage marketing, promotions, and external communications
- a Coach, who guides the discussion of the Table

HOW TO RUN JIB IN YOUR NATIONAL ORGANIZATION

JCI in Business is hosted by JCI National Organizations, overseen by an Organizing Committee, featuring a standardized program structured around the concept of JIB "Tables".

JCI in Business Tables

What is a JIB Table?

One individual business group is called a "Table". A table consists of a group of members who regularly meet to grow their connections in order to explore new business opportunities.

The aim of the Table is to connect members from different backgrounds and industries together and mutually benefit from the power of active networking which has been the key to business successes for the past decades.

Types of Tables

Live Table: An in-person event held before the start of normal business hours (i.e. 8am) for JIB Connectors to have structured discussions about different business topics of their choosing.

Virtual Table: Similar to Live Tables but conducted online, Virtual Tables allow participants to connect and collaborate remotely. These meetings are recommended to take place before the usual business hours (i.e 8am) but can be flexible (after work) based on local business culture and should offer a platform to discuss a wide range of business-related topics, enabling participants to share knowledge and insights regardless of their physical location.

Professional Table: An in-person or virtual meeting recommended to be held before the start of normal business hours (i.e. 8am but could also be after work depending on local business culture) focused on a specific industry or function of business. The focus is to bring together JIB Connectors with shared professional interests to facilitate targeted discussions and collaborations.

International Table: Collective Meetings hosted during Area Conferences and World Congress, a mix of all business members and prospects from different countries around the world to help develop global entrepreneurs and future leaders.

The Rules of JIB Tables

1. An Individual group organised by the National Organization is called a "JIB Table", which:
 - a. Should follow the JIB framework to run and review a cycle (every 4 Table meetings)
 - b. Should be hosted regularly (weekly or biweekly) for one year.
 - c. Should follow a formal agenda throughout the whole program and each individual meeting.
 - d. Should have a minimum of 15 business members (Connectors) at the start of the JIB Table and no more than 60 members.
 - e. Should convert 50-60 prospects to Connectors at the end of the tenure (1 year).
 - f. Should be reviewed by the end of the fourth meeting.
2. Any number of JIB Tables can be organised by one National Organization (no more than 3 in the pilot phase).
3. Anyone with full JCI and/or JCI Alumni Club membership can sign up to a JIB Table
4. JIB Connectors may bring prospective members to one meeting before they are expected to become a member of JCI.
5. Prospective members who wish to sign up to JIB Tables must submit an application to the Table Organizing Committee with a Business profile (Description of business, Size of Business, Expected Connections).
6. Table Organizing Committees should validate and collect the business profile of each prospective member before joining the table.
7. Each JIB Connector should provide new connections at every meeting to other Connectors.
8. JCI members should pay a JIB Business Membership Fee per annum & per table, as determined by the National Organization, for an amount determined by the National Organization.
9. JIB Connectors can get access to the [JCI Global Entrepreneur Masterclasses](#)
10. JIB Connectors can access exclusive Tables at World Congress and Area Conferences.

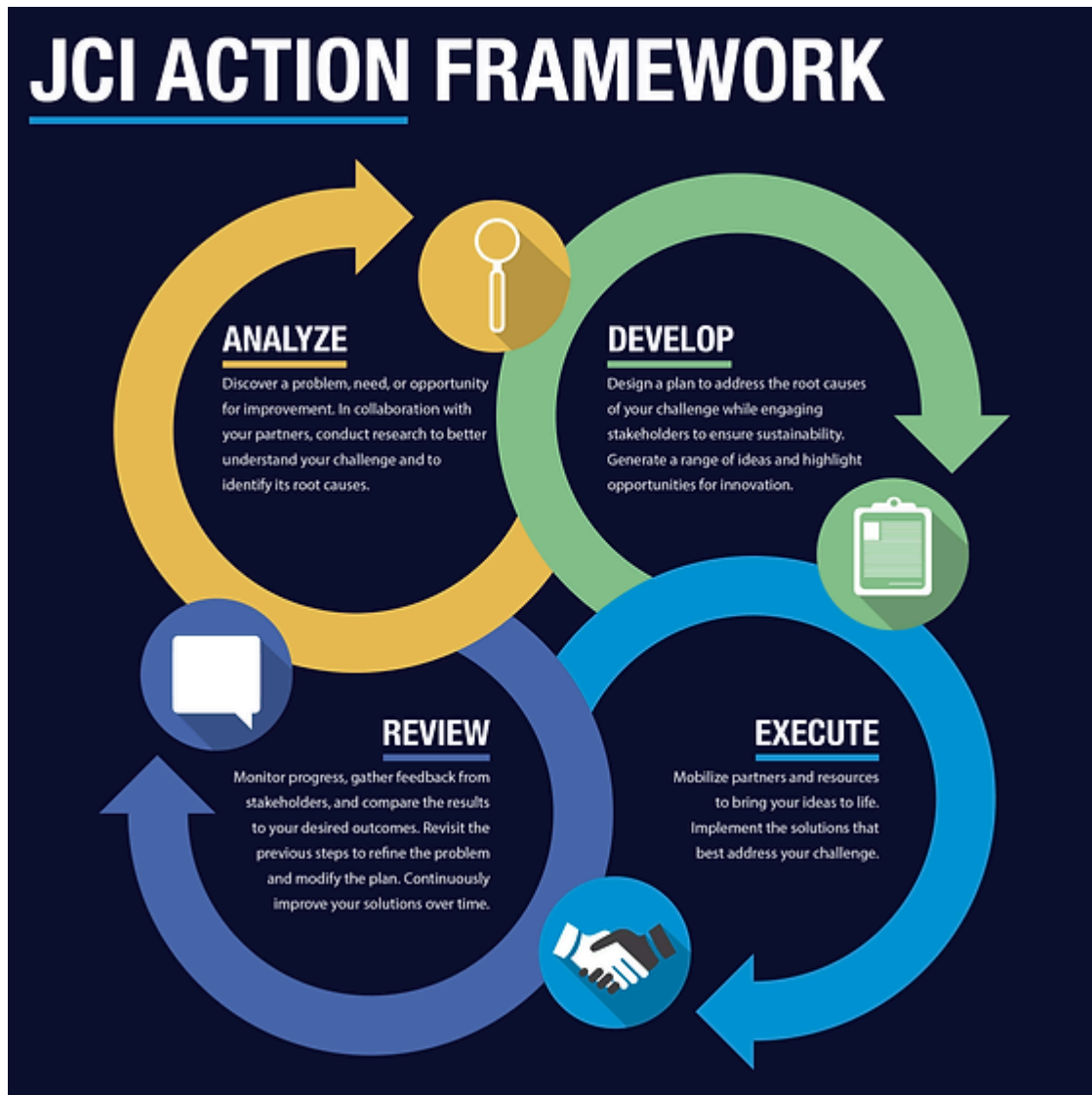
Preparation, Planning, and Execution



Preparation between JIB Committee and National Organisations

- National Organization to appoint a National JIB Chairperson
 - The NOM shall decide to form a National JIB Governing Team with Team members (Secretary and Treasurer, Vice Chairperson, Directors).
 - The National JIB Governing Team or National Board shall appoint the National JIB Chairperson
 - The National JIB Governing Team nominates the Table Chairperson for each table.
- JIB committee appointees within the same JCI Area will coach the National JIB Chairperson / Table Chairperson .
- Each Table Chairperson should recruit a Table Organising Committee (OC) with 1 x Secretary and Treasurer, 1 x Programme, 1 x Registrations and Promotion.

Planning by Table Organizing Committees



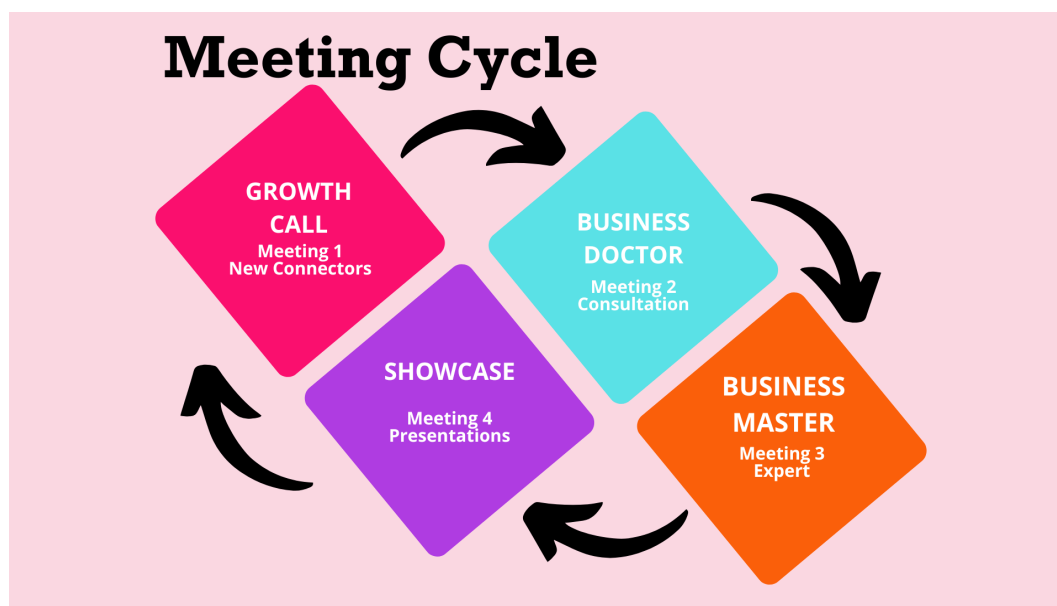
- Table Chairperson should refer to the JCI ACTION FRAMEWORK adhere to the Four Phases (Analyze, Develop, Execute and Review) to propose a Plan of Action to the OC and be approved by the National JIB Governing Team.

PoA should consist following:

- Prelaunch Orientation Meetings
 - Promotion Date
 - Table Policy
 - Growth Plan
 - Dates: Start Date, End Date, Meeting Dates
 - Person In Charge
- Table Chairperson should create an Event with all the details on the JCI Virtual Community, JVC (jci.cc)

6. Table Members sign up Online on the JVC by completing their JVC business profiles during registration
7. Table OC to qualify Table Members (membership, business profile, connections, commitments)
 - a. Qualification based on new entrepreneurs / startups, seasoned business owners etc. based on company profile
8. Table OC to screen and validate connections based on Table Members profiles (i.e. Table policy restricts only one business of same nature)
9. Table OC to prepare and call Table Members to Table Orientation (including the type of connection, number of Connectors, responsibilities)
10. After Orientation, the Table OC needs to appoint a Vice Chairman, 2-5 Directors and 2-5 Coordinators. Follow as per JIB Framework next week onwards.
11. Connectors to prepare for Business Pitch (2 Minutes) and Showcase (nominated by OC) in each meeting.

Execution by Table OC of a cycle (4 meetings)



12. First Table Meeting - **Growth Call**
 - a. Table Members to greet and connect with each other (limited external prospects)
 - b. Nominated Table Members will showcase their business
13. Second Table Meeting - **Business Doctor**
 - a. Table Members to discuss current challenges
 - b. Committee to invite Business Experts for consultations
14. Third Table Meeting - **Business Master**

- a. Table Committee to invite guest speakers

15. Fourth Table Meeting - **Business Showcase**

- a. 10 Minutes Presentation by nominated connectors

16. Review and Report to JIB Committee

MEMBERSHIP

How to Join

To join JIB, the Connector, Prospects or prospective members must first become active JCI members and also commit to participate in JCI local organization activities in all 4 areas of opportunity.

- Prospects can be invited by Connector to any one (1) Table meeting
- Prospects - can attend ONE (1) Table without speaking rights, after which they must become a member to participate.
 - This is the responsibility of the Table Organising Committee to administer.
- Prospects can enroll to a Table at the first meeting of every cycle (4 meetings)

Membership Benefits

JIB Connector is the term given to the paid JIB membership subscription by JCI members or JCI Alumni.

A JIB Connector gets access to (during the payment year):

- Live Tables
- Virtual Tables
- Professional Tables
- International Tables
- Opportunity of active participation during Table meetings
- Connect with other members for business opportunities
- Opportunity to showcase, pitch, present their businesses
- Admission to the [JCI Creative Young Entrepreneur](#) (CYE) Competition in respective JCI Areas.
- [JCI CYE](#) Winners automatically get access to the preferred JIB Table.
- [JCI Global Entrepreneur Masterclasses](#)

How to pre-qualify prospective member

1. Are they an active member of a JCI National Organisation?
2. Have they paid their JIB Program fees?
3. Do they adhere to the rules of JIB?
4. Are they committed to active participation in JIB Tables
5. Are their businesses unique amongst the current connections

Responsibilities of a Member

Members are expected to attend all Table Meetings. If unable to attend, notify the Chairperson in writing at least 48 hours beforehand. Missing more than one meeting (over the period of a cycle of 4 meetings) may result in removal from the Program.

RESOURCES

JCI in Business resources and documents can be found [here](#).

Examples:

- Script/Agendas for each Table Meeting
- Brand kit
- Document Templates

PARTNERSHIPS

Partnerships drive success globally and locally. Global collaborations, such as with [Business Network International](#) (BNI), the [World Business Angels Investment Forum](#) (WBAF) and the [International Chamber of Commerce](#) (ICC), offer mutual growth, cross-cultural insights, access to expertise, market expansion, and strategic alliances. Balancing collaboration and competition is essential for harnessing the full potential of partnerships. Synergies could also be found with the winners of the [JCI Creative Young Entrepreneur Program \(CYE\)](#) at local, national or global level.

Localized partnerships, whether local chapters of global organizations or local organisations, help JCI in Business on many levels:.

Community Engagement: forge partnerships with local organizations to actively engage with the community, aligning JCI in Business with the specific needs and interests of the local audience.

Amplified Visibility: collaborate with local chapters of global partners or regional organizations to amplify the visibility of JCI in Business, increasing its relevance in the local market.

Tailored Initiatives: work with local partners to tailor initiatives that address specific challenges or opportunities within the community, ensuring the resonance and effectiveness of JCI in Business.

Skill Exchange: establish partnerships with local entities to facilitate skill exchange programs, enriching the local business community with diverse expertise and perspectives.

Market Insights: leverage local partnerships for valuable market insights, understanding the nuances of the local business landscape and tailoring JCI in Business strategies accordingly.

Joint Events and Workshops: collaborate on joint events and workshops with local organizations to create synergies, increase network outreach, and foster a sense of community within JCI in Business at the local level.

Identifying and securing local partnerships can be a difficult process, on the next page is a [Partnership Checklist](#) for consideration when your National Organization embarks on this journey.

Partnership Checklist

Using this checklist can help National Organizations assess the suitability of local partners, fostering collaborations that contribute positively to the local community and enhance the overall impact of JCI initiatives.

- ☐ **Alignment with JCI Values:** ensure the potential partner shares JCI's commitment to leadership development in the four areas of opportunity: Individual Development, Business and Entrepreneurship, Community Action, and International Collaboration..
- ☐ **Reputation and Credibility:** assess the local partner's reputation within the business community and their credibility in delivering successful initiatives.
- ☐ **Common Objectives:** verify that the partner's objectives align with the goals and mission of JCI in Business, ensuring a cohesive collaboration.
- ☐ **Community Impact:** evaluate the potential positive impact the partnership can have on the local community and business environment.
- ☐ **Compatibility of Culture:** gauge the compatibility of organizational cultures to facilitate seamless collaboration and communication.
- ☐ **Skill Sets and Expertise:** determine if the partner brings unique skills and expertise that complement JCI in Business initiatives and add value to the collaboration.
- ☐ **Commitment to Collaboration:** assess the partner's willingness and ability to actively collaborate and contribute to the success of JCI in Business.
- ☐ **Market Knowledge:** verify the partner's understanding of the local market, ensuring they can provide valuable insights and contribute to strategic decision-making.
- ☐ **Track Record of Success:** investigate the partner's track record in executing successful projects or collaborations, indicating their capacity for delivering results.
- ☐ **Communication and Transparency:** ensure open communication channels and transparency to build trust and facilitate a healthy working relationship.
- ☐ **Flexibility and Adaptability:** assess the partner's flexibility and adaptability to changing circumstances, ensuring the collaboration remains agile and responsive.
- ☐ **Legal and Ethical Compliance:** verify that the potential partner complies with legal and ethical standards, minimizing the risk of legal issues or reputational damage.
- ☐ **Resource Commitment:** confirm the partner's commitment of resources, including time, personnel, and financial support, to the collaboration.
- ☐ **Agreement on Expectations:** clearly define expectations and roles to avoid misunderstandings, ensuring both parties are on the same page regarding the collaboration's scope and objectives.

BRANDING AND MARKETING

Logo

Official JCI in Business Logos can be downloaded from this [LINK](#).



#Hashtags

When sharing a project or event related to the JCI in Business Program, please use #JClinBusiness.

Slogan

“JIB - Pioneering Leadership, Uniting Business “

ENGAGEMENT AND FEEDBACK

Engagement

Creating engagement for your JCI in Business events involves a mix of in-person and social media activities.

Here are some ideas for each phase:

Leading Up to the Event

Countdown on Social Media: start a countdown on your social media platforms, highlighting key aspects of the event each day.

Teaser Content: share teaser content such as sneak peeks of topics and behind-the-scenes preparations to build anticipation.

Interactive Polls and Surveys: use social media polls or surveys to gather opinions on specific topics related to the event and create buzz around it.

During the Event

Live Social Media Updates: have a dedicated social media team providing live updates, photos, and snippets from the event.

Interactive Hashtags: create and promote a unique event hashtag for participants to use, fostering a sense of community and making it easier to track social media activity.

Interactive Sessions: incorporate interactive elements like polls, quizzes, or live challenges during sessions to keep participants engaged.

Behind-the-Scenes Content: share behind-the-scenes moments, interviews with organizers, and glimpses of the event setup to add a personal touch.

Post Event

Thank You Posts: express gratitude to participants, speakers, and sponsors through heartfelt thank-you posts on social media.

Event Highlights Video: create a highlights video showcasing the best moments of the event and share it on social media platforms.

Participant Testimonials: share participant testimonials or feedback to build credibility and encourage future participation.

Participant Feedback

Gaining feedback from participants will contribute to our continuous improvement efforts and ensure that future experiences align with your expectations.

National Organizations should share surveys at the end of the program to all participants to gain feedback. An example survey is as follows: [Google Forms Survey Template](#).

Seek to understand:

1. Whether there is value in your program.
2. How to increase the value in your program.
3. Whether you have priced your program at the right price point.
4. Which Tables are working, which can be improved.

CONTACT INFORMATION

The JCI in Business Program is an initiative administered by JCI World Headquarters.

A list of the inaugural 2024 JCI in Business Committee members and email addresses can be found along with the JCI Headquarters contacts.

Committee Chair:	Kevin Ng, Macao - kng@jci.cc
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