

Charlottesville Business Exchange
Minutes
July 14, 2016

Dennis Kidd called the meeting to order. In attendance were: Dennis Kidd, Maggie Morris, Dan Elash, Maria Gallery, Greg Allen, Paul McArtor, Stacey Norris, Todd Jenkins, Terry Campbell

Guests: None

Officer Reports:

President: Word of the Day: catapult: to thrust or move quickly or suddenly. A great referral catapulted his/her business to another level. CBE provides trusted referrals to grow each others' business. The RB is the way to develop trust for those trusted referrals.

VP Education:

VP Membership:

Treasurer:

Secretary:

Announcements:

Educational Moment and Group Exercise: The subject was "Personal Competencies". Several years ago, Hartford Insurance did a study looking at what were the characteristics of their best performers. They grouped the characteristics into three groups: knowledge, skills, and personal competencies. As a general rule knowledge and skills can be trained but the personal competencies tend to be part of our character. These are the differentiations of our personalities that in the end make a difference in our performance.

When meeting for an RB this should be one of the subjects we cover. What are our personal competencies that set us apart? We broke in to smaller groups to discuss what we believe our 2-3 core competencies are. These are the 2-3 things that make you good at what you do.

You build your personal brand around these core competencies.

There being no further business the meeting closed.