

encorepreneur!

# CREATING THE NEW NORMAL

July 1, 2020

encorepreneur!

# TODAY'S OBJECTIVES

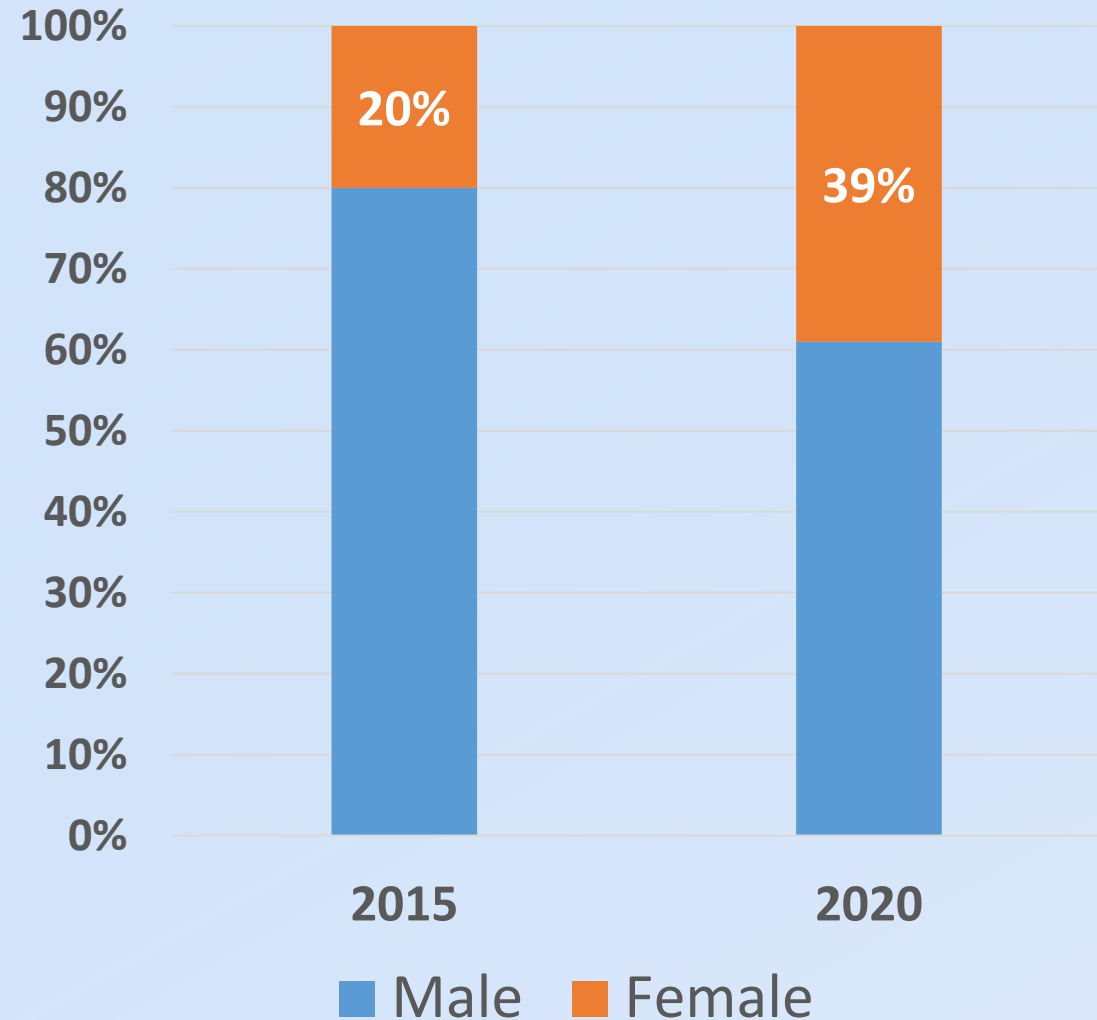
- Go over survey results
  - Who we are
  - What you like and don't like about Encorepreneur
  - What you think of Zoom meetings
  - What
- Discuss some possible new directions
- Request your continued help as we look at creating a new normal.

# THE SURVEY

- Survey sent to everyone on mailing list
  - 3,700 individuals
  - About 3,000 have been to at least one meeting
- 320 total responses
  - 94%) have attended a meeting
  - (15%) have attended more than 25 meetings
  - (37%) have been to more than 10 meetings
  - (23%) are Supporting Encorepreneurs

# GENDER

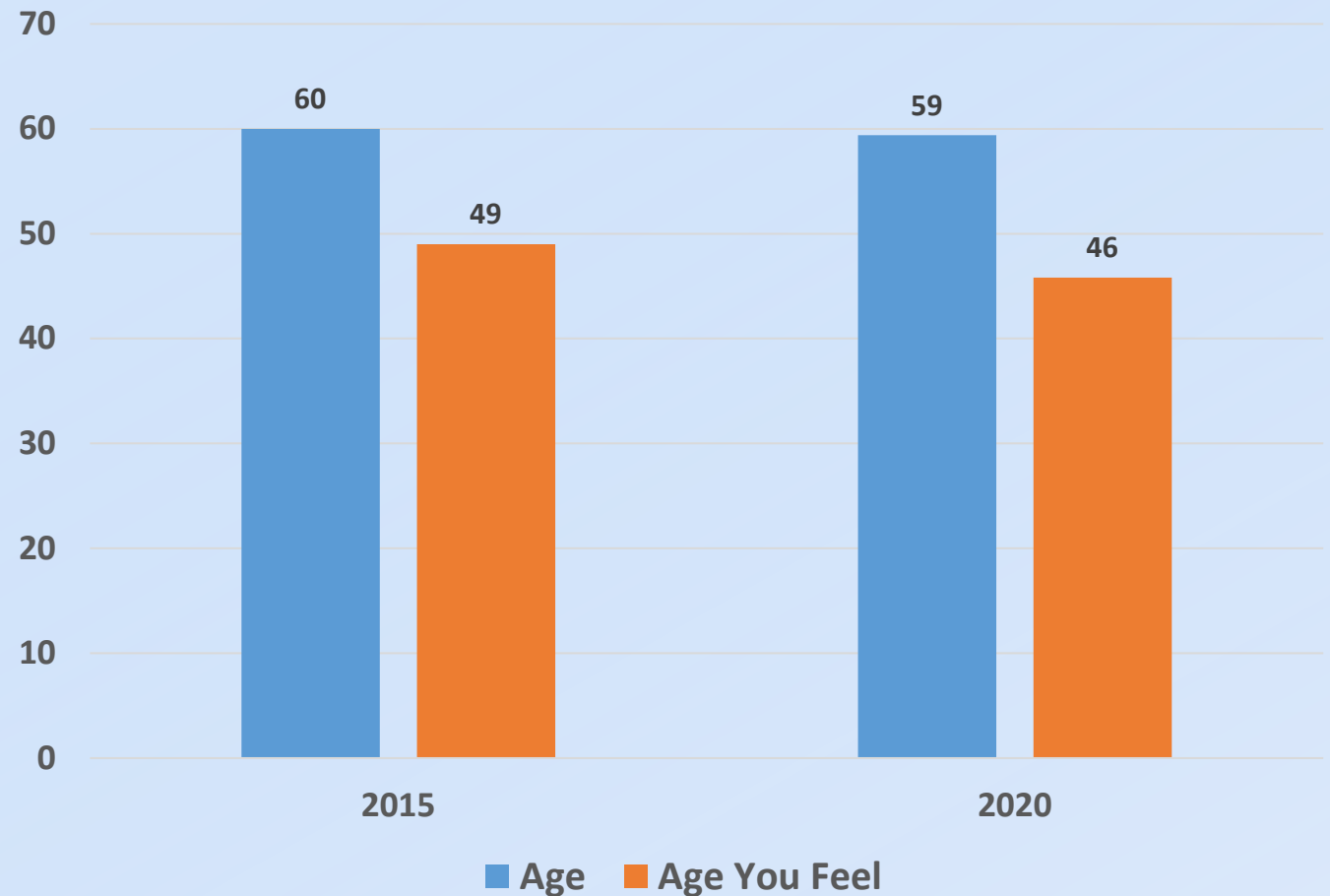
We still have more men than women attendees, but we made a little progress.



# AGE

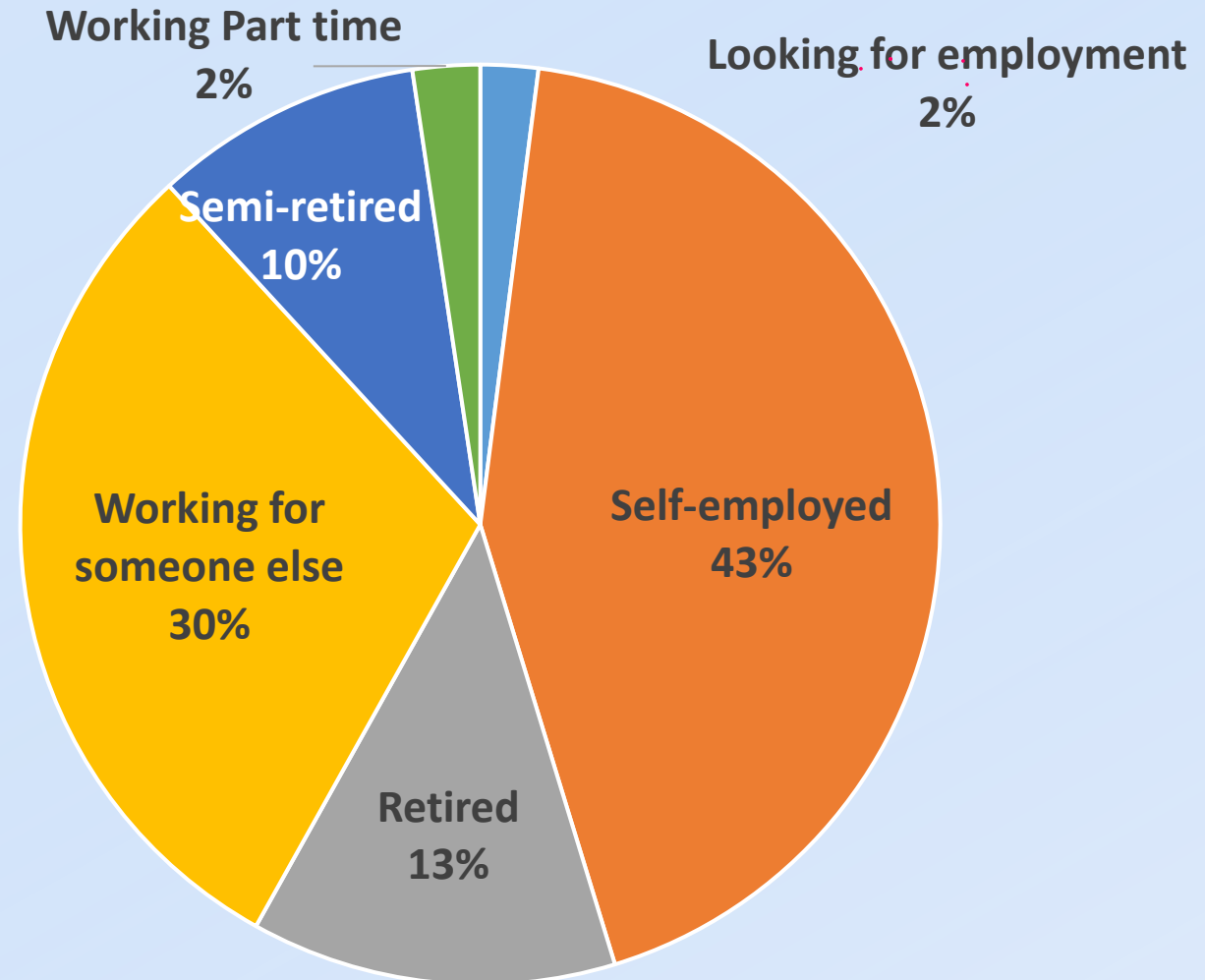
We are a pretty  
“experienced” group  
- 59 years old

We tend to feel  
younger than we are -  
and the gap is  
widening.



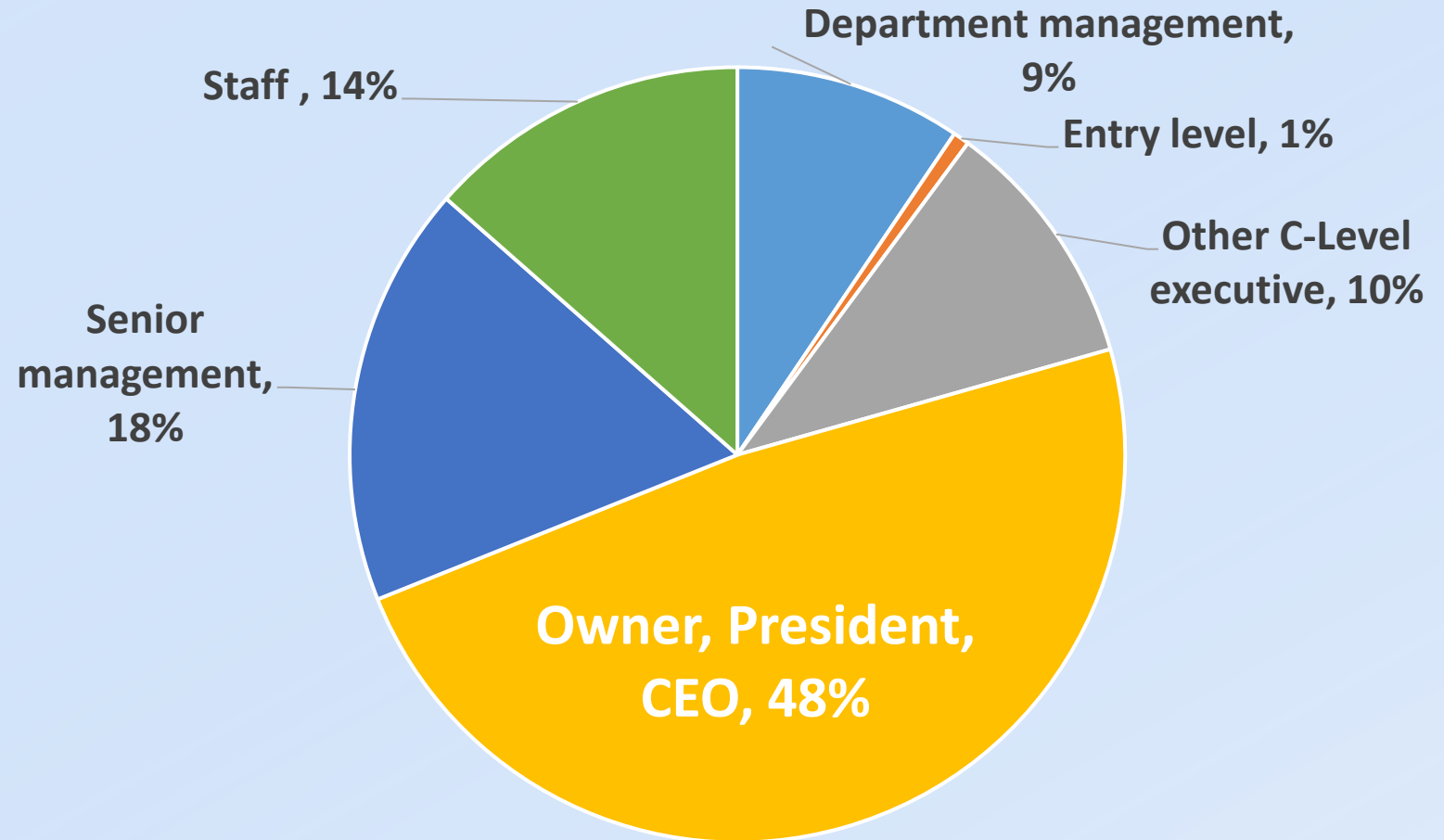
# ARE WE WORKING

About 32% are 65 and over, but only 13% are fully retired and



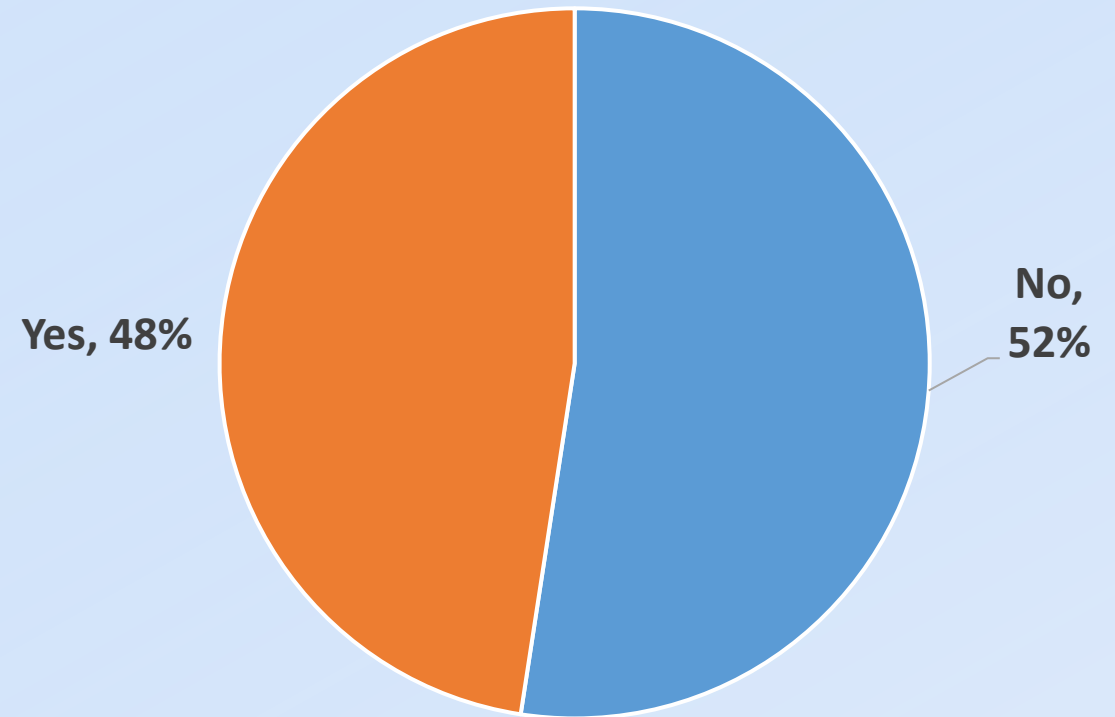
# EMPLOYMENT LEVEL

58% are C-Level executives or above and another 18% are senior management.



# ENTREPRENEURSHIP

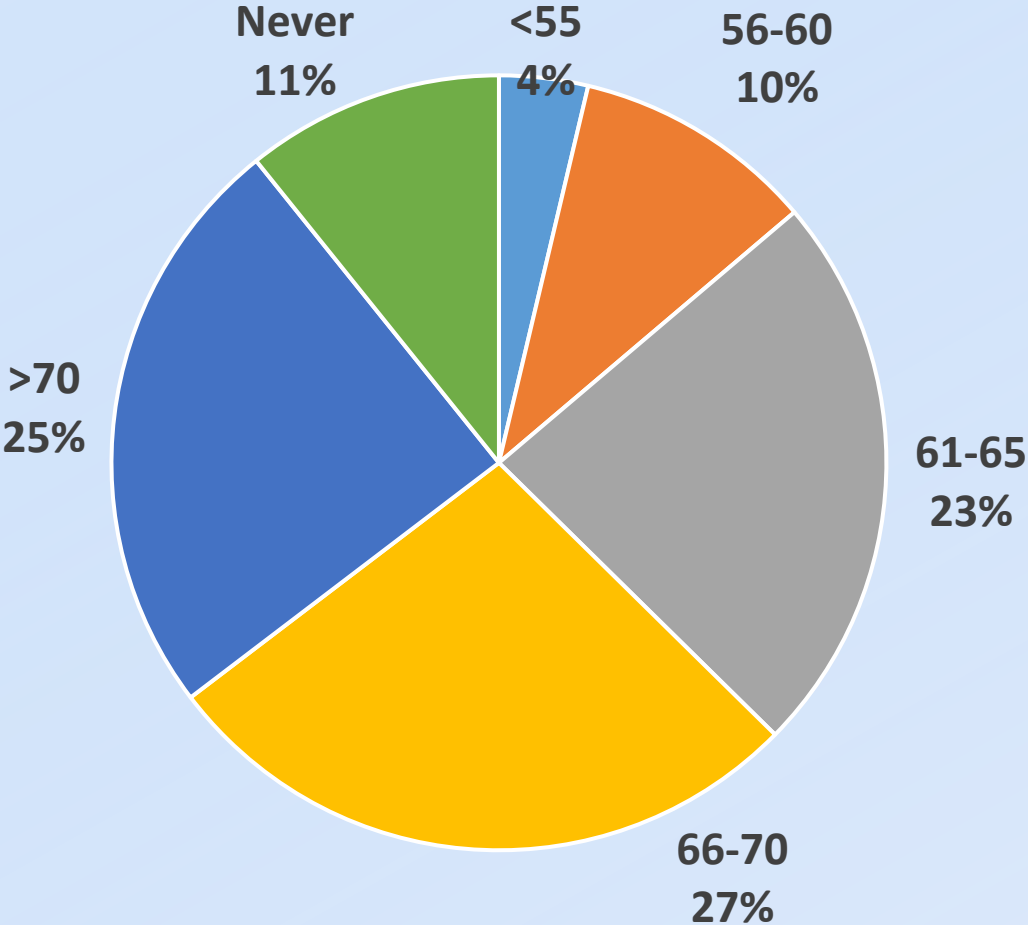
Almost 50% of our respondents were founders of their businesses or organizations.





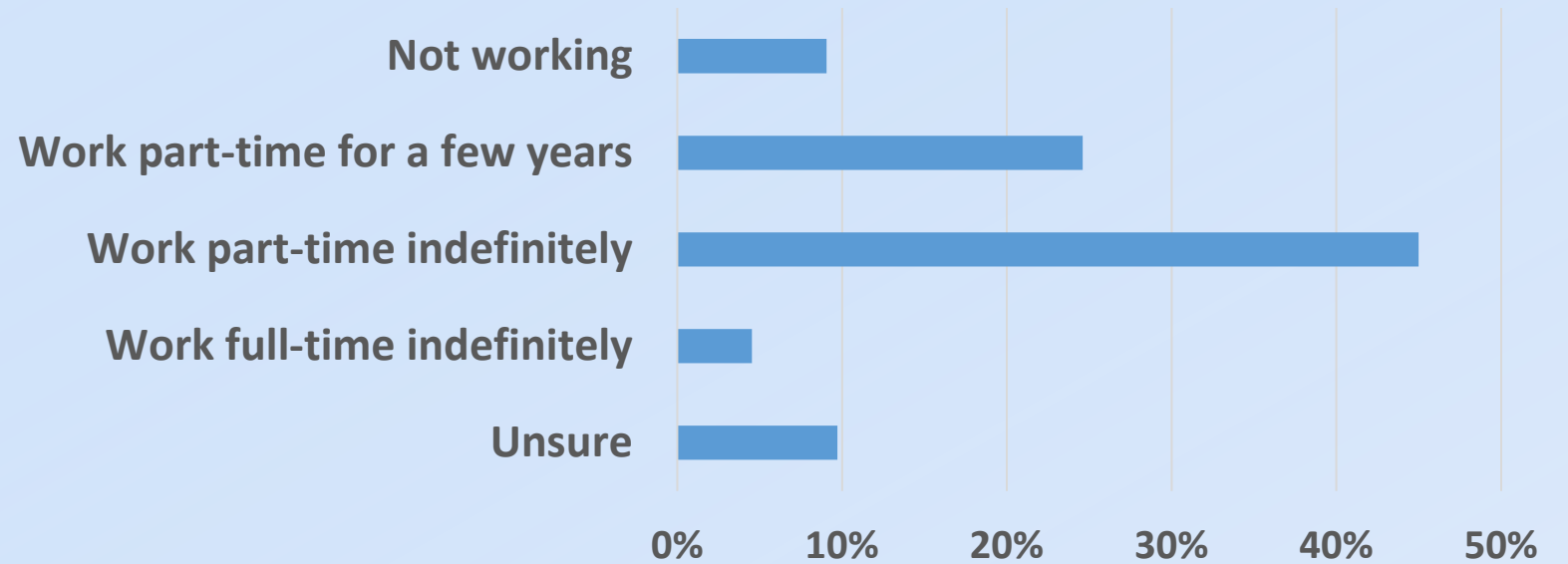
# RETIREMENT AGE

We are leaving the work force later than many. 63% are retiring after age 65.



# LIFE AFTER RETIREMENT

75% plan to work part or full-time after retirement.

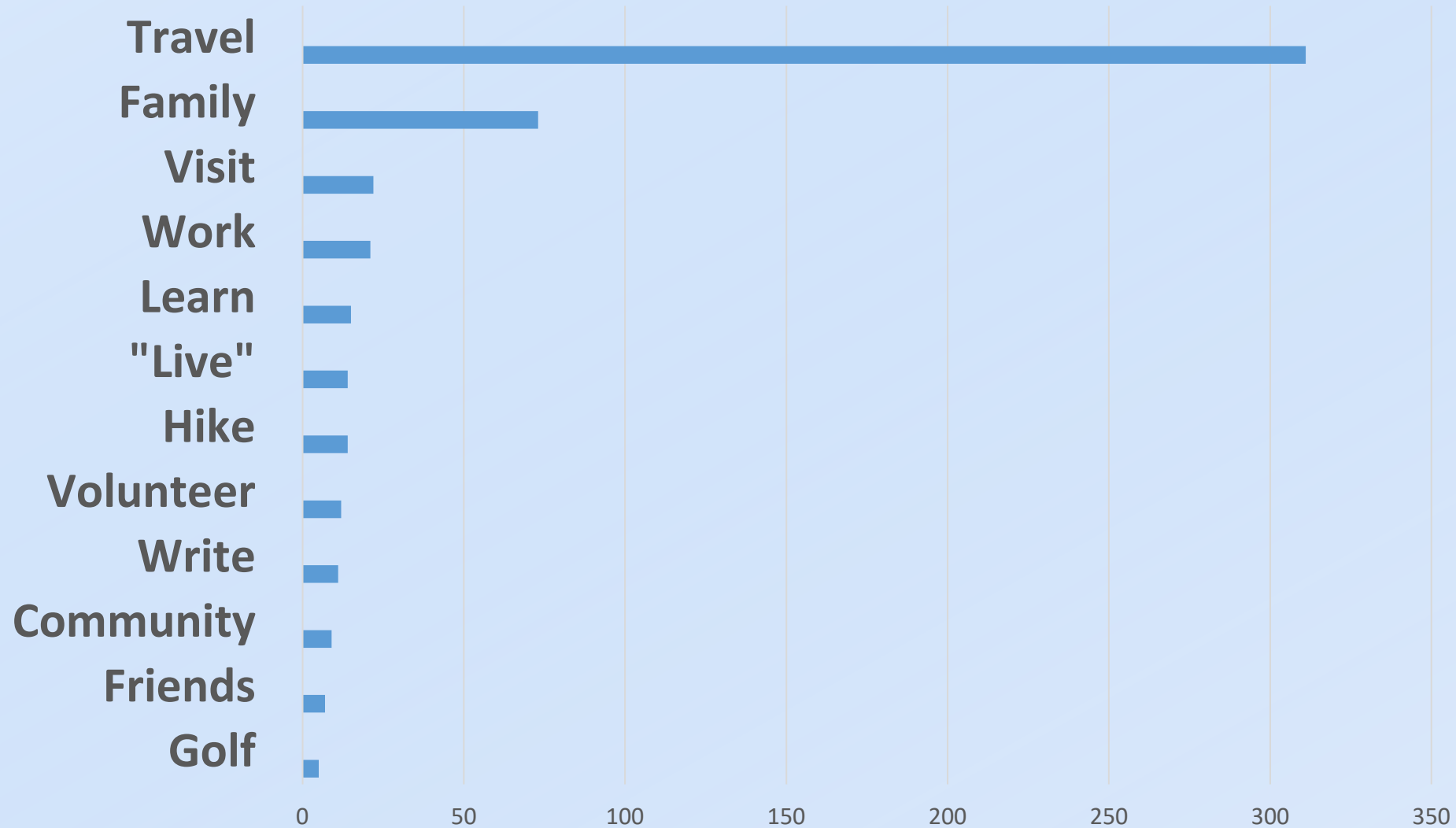


# WHERE WE LIVE AND WORK

We live and work all over, but mostly north of the river and in the suburbs.

Neighborhood	Work	Home
Short Pump/Goochland	21%	22%
Near West End	14%	14%
Bon Air/Boulders	13%	12%
Scott's Addition	11%	0%
Midlothian	9%	20%
Downtown	8%	0%
West End	8%	14%
Museum District/VCU	7%	9%
Northside	6%	7%
Mechanicsville	3%	0%

# OUR BUCKET LISTS

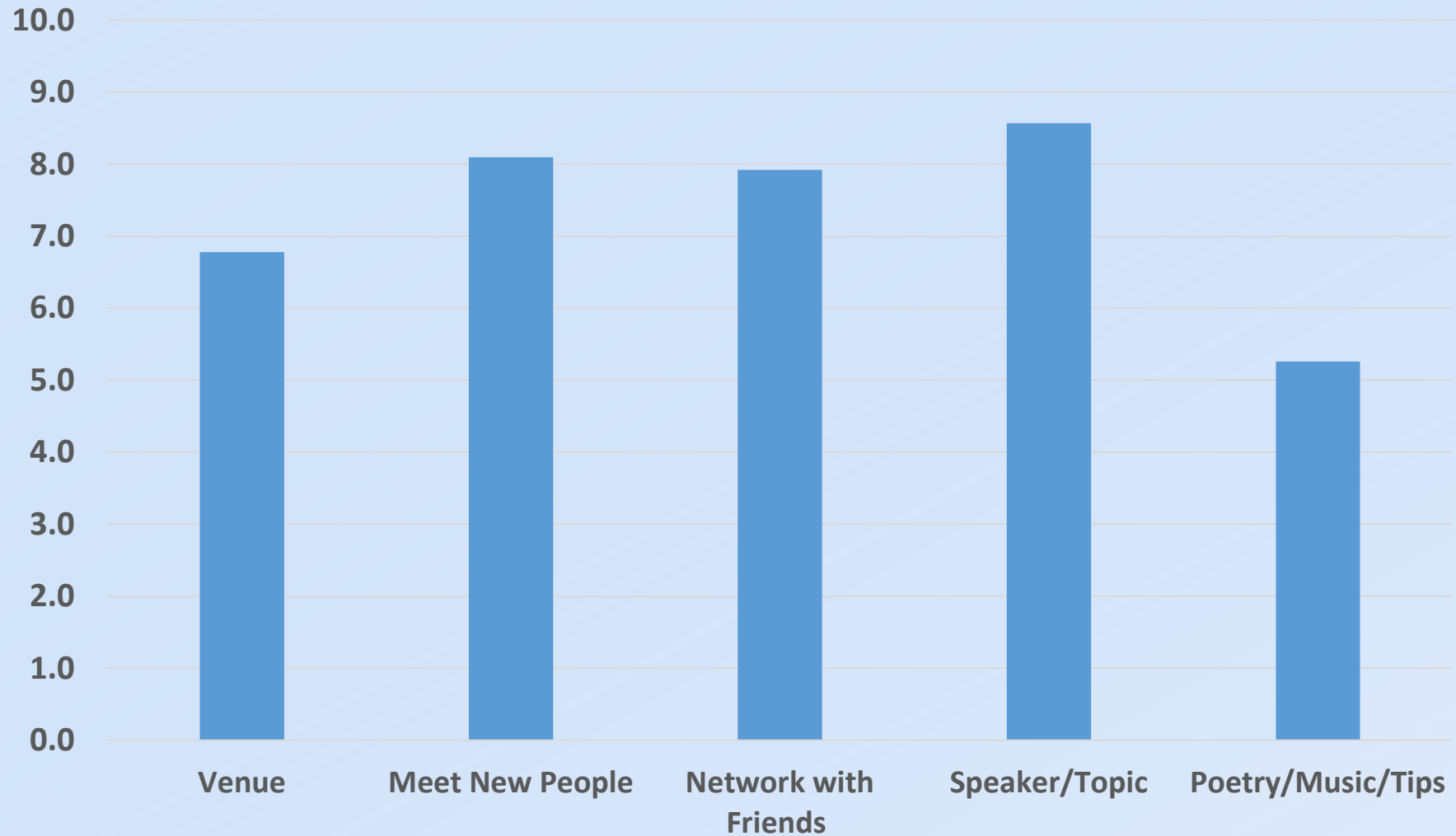


# BREAKFASTS ARE WELL LIKED

- You rated breakfasts as 8.93 using the Net Promoter Score question.
- Suggestions to improve included...
  - More networking
  - More diversity
  - More politics/less politics
  - Better food and beverage

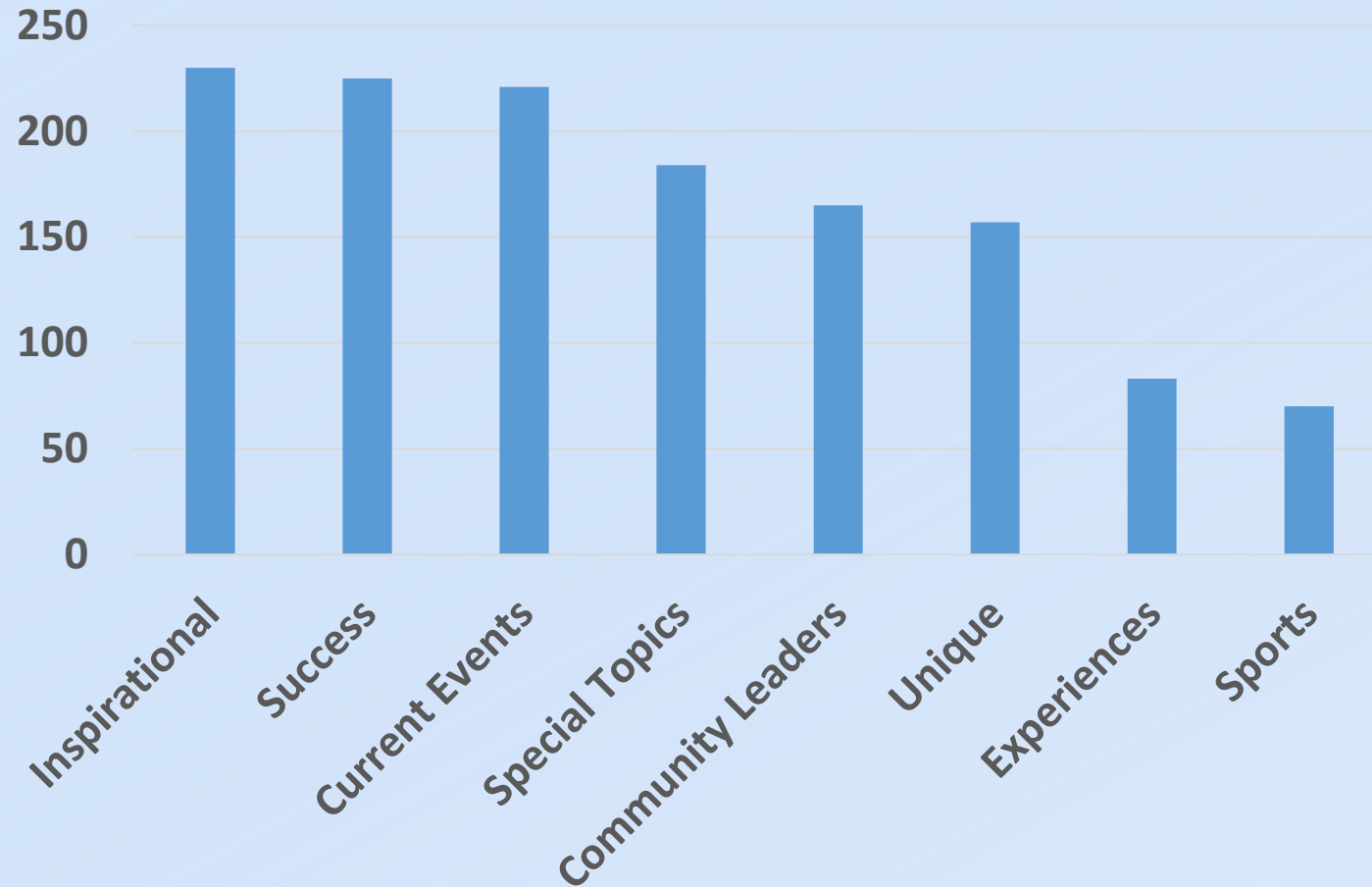
# BREAKFASTS - WHAT WE LIKE

We like breakfasts for multiple reasons.



# SPEAKERS & TOPICS - WHAT WE LIKE

We like to hear from inspirational and successful people, and we like to learn.



# SURVEY EXTRAS - SPEAKERS & LOCATIONS

- There are more than 12 good speakers and locations!
  - More than 300 suggestions
  - Most are viable
  - Some are over my pay grade
- Good news
  - Many duplicates but probably 50-75 different viable ideas
- Bad news
  - We could never get to all them
  - That means we have more then 5 years “backlog”



# Breakfast Speakers and Venues

If you have any suggestions for speakers or venues for future ZOOM or in-person events, please send them to “everyone” using the Chat feature. .

# SURVEY EXTRAS - VOLUNTEERS!

- Volunteering was clearly a leading interest of respondents
- Mentioned everywhere it was appropriate
- Several variations
  - A monthly or annual volunteer day for encorepreneurs
  - A special project addressed as a group
  - Making connections between non-profits and encorepreneurs
  - “Adopting” one or more non-profits
  - Having more non-profits as speakers

# ZOOM MEETINGS

- 96% have attended other ZOOM meetings
- Most are familiar with the technology
- Some love ZOOM and some have “had enough”

Most thought it at least good enough for now.

# ZOOM MEETINGS - HOW TO IMPROVE

- Virtual tours of new venues
- Use breakout rooms to allow networking
- Use polling, etc. to be more interactive
- Attract speakers from outside Richmond
- My favorite was “Have a singalong”

# SURVEY TAKE-AWAYS

- Very loyal community of individuals
- Active, experienced managers and entrepreneurs
- Very interested in networking
- Wide variety of interests centered around
  - Being “in the game”
  - Learning and doing
  - Giving back
- Room for more than 12 speakers a year
- Technology-accepting if not embracing
- They want to travel and experience new things

# 5 PROPOSED NEW DIRECTIONS FOR ENCOREPRENEUR

- An Encorepreneur Community that supports.....
  - Encorepreneur Groups (Councils)... that implement
    - Encorepreneur Adventures
    - Encorepreneur Menterns
    - “Everyday Heroes” Award Program
    - Other volunteer efforts

# ENCOREPRENEUR “VIRTUAL COMMUNITY”

- “Virtual Community” is a technology platform that facilitates communication and interaction (networking) among “communities” of people.
- Encorepreneur! is already a community in its simplest form
  - Events
  - Emails
  - Website
- A more robust platform would allow many new capabilities

# ENCOREPRENEUR “VIRTUAL COMMUNITY”

- A “Virtual Community” would:
  - Leverage the content, database, brand and technology of Encorepreneur!
  - Increase communication among encorepreneurs through capabilities such as:
    - A searchable directory of members and potential members
    - Digital bulletin boards for jobs, mentorships, referrals, etc.
    - A platform to post news, blogs and other communications
  - Support the formation of smaller communities or “Groups” within Encorepreneur



# ENCOREPRENEUR COMMUNITY STARTS WITH A GREAT LIST OF MEMBERS

The screenshot displays the Encorepreneur Directory interface. At the top, there is a navigation bar with options: Links, Live Feed, Directory (selected), Topics, Events, Projects, Mentoring, News, Memberships, Jobs Board, Corporate Partners, Forums, Showcase, and Star Profiles. Below the navigation bar, it shows "Results: 897" and a checkbox for "Refresh results as I move the map".

The main content area is divided into two columns of member profiles. Each profile includes a profile picture, a name, a title, and a location. The members listed are:

- Miguel A: Executive Board Member Sonae SR - Sonae, Madrid Spain
- Jolyon A: Director of Planning, Control and Procurement - Grupo Mutua..., Madrid Spain
- Eugenio S: Socio - Acerca Partners, Madrid Spain
- Joaquin G: Partner - MONTALBÁN Atlas Capital, Madrid Spain
- Diego P: Senior Vendor Manager - Amazon, Pozuelo de Alarcón Spain
- Matthew E: Executive Chairman and Owner - SHE Software, Madrid Spain
- Sergio S: Senior Director, IT Strategy & Insight, EMEA - Oracle, Madrid Spain
- PABLO P: Founder/CEO GLOSSYBOX France & then Spain (Rocket Internet...), Madrid Spain
- Alexander S: Business Manager - SELEKTIA Living, Madrid Spain
- Claudia T: Madrid Spain
- Gilles J: MBA Candidate - INSEAD MBA Programme, Madrid Spain
- Monica C: Management based on Value Creation - BBVA, Madrid Spain

On the right side of the interface, there is a search and filter overlay with the following fields:


- First name\*
- Last name
- Type a keyword
- Type & select a location
- More filters

Below the search overlay is a map of Madrid, Spain, showing various neighborhoods and landmarks. A search bar with the letter 'E' is visible on the map. Several member profile pictures are overlaid on the map, indicating their locations. The map shows major roads like the A-6 and M-40, and areas like Majad, Pozuelo de Alarcón, and Aravaca.

# ENCOREPRENEUR GROUPS - Mini-Encorepreneur!'s

- Groups or “subsets” of 25-100 encorepreneurs who
  - Share an interest in a particular topic
  - Are set-up and managed by one or more members
  - Meet regularly on ZOOM or in person for speakers
- A way for encorepreneurs to:
  - focus on their individual interests
  - network with people with similar interests
  - create their own “mini-encorepreneurs”
  - “Mini Encorepreneur!”
- Examples might include:
  - Start-up businesses
  - Industries like health care, or cyber-security
  - Public affairs
  - Hobbies
  - Book clubs


# ENCOREPRENEUR GROUPS

 **Search by keyword**  
encorepreneur|

**Industries**  
All


**Country of Registration**  
Type & select a location

Results: 4




**Norfolk Encorepreneur!  
Chapter**  
Norfolk, United States

To bring the spirit of  
Encorepreneurship to Norfolk, V...




**Encorepreneur "Mentern"  
Council**  
Tulsa, United States

To combine the wisdom of  
experienced encorepreneurs wi...



**Encorepreneur Travelers  
Council**  
Richmond, United States

To help Encorepreneurs make  
the most of their opportunities t...



**Encorepreneur! Public  
Affairs Council**  
Richmond, United States

To understand the major policy  
issues of our day, and bring the ...

# GROUPS

If you would be interested in forming, managing or participating in a group focused on something that interests you, please send them to “everyone” using the Chat feature.

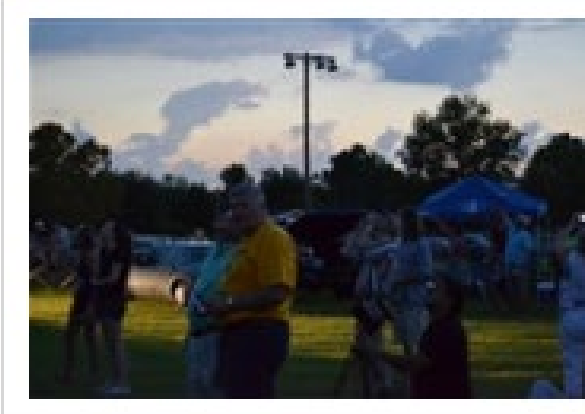
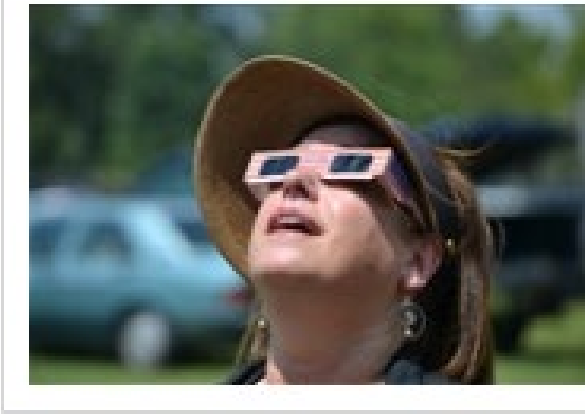
# ENCOREPRENEUR! ADVENTURES

If you have an idea for an interesting “Encorepreneur! Adventure” please send it “everyone” using the Chat feature.

# THE “MENTERNS” GROUP

- Menterns (a combination of mentor and intern)
  - People with experience who provide “wisdom” to younger colleagues
  - In return, they share the perspective & expertise of their young mentees.
  - This program would link the two groups
- Survey results
  - Significant interest in being a mentor
  - A modest number of respondents had opportunities for having a mentor.
  - Not as much enthusiasm for the concept as for others

# THE ENCOREPRENEUR! ADVENTURES GROUP



# ENCOREPRENEUR! ADVENTURES

- Group travel and trips to unique locales or events
  - The northern (or southern) lights
  - photo safaris
  - a rocket launch
  - tours of unique places.
- Survey results
  - Moderate interest compared to other programs
  - High level of people interested in participating
  - “Bucket List” response indicates interest in travel might be high



# WHAT'S NEXT?

- We have learned a lot
  - About encorepreneurs
  - About what encorepreneurs are interested in
  - About speakers and venues
  - About ZOOM
  - About a technology framework
- But there are many more questions
  - What people and financial resources are needed?
  - Are those resources available?
  - What does the future hold given Covid-19
- Are you interested in helping?

# Q And A

THANK  
YOU!