

# LEADING ALONGSIDE A VOLUNTEER ARMY

Best Practices & Better Impact  
from Field Advisory Councils,  
Committees and Task Forces



## Who To Include

- Top Field Leaders actively building their businesses
- Rising Star Field members
- Corporate Exec who works closely with Field
- Mid-level Corporate Team member who works with field
- Corporate facilitator, ideally with strong field relationships
- (Surprisingly) Not the CEO

## Areas/Topics to Have Regular Field Committees

- Annual conference
- Corporate events
- Incentives, Trips, Activities
- Sales promotions
- Comp Plan changes
- Product Development
- Product Lifespan

## Ground Rules

- Be honest.
- Be kind.
- Be respectful.
- Stay on topic.
- Maintain confidentiality.

## Best Practices

- Have a clear purpose.
- Review the Ground Rules.
- Provide agendas so members come prepared.
- Have a skilled facilitator, preferably a corp team member the field is familiar with.
- Be respectful of the members' time.
- Set expectations

## Term Limits

Setting the expectation that participation will be for a limited time is crucial. Although the hope is that leaders who are granted the privilege of having a voice in these important areas will be seasoned enough to be humble about their elevated status, everyone is human, and sometimes an unfortunate attitude of entitlement happens. Participants can also feel “demoted” when they no longer have a seat on a council or committee. By setting term limits, it is simple to point back to the original expectations that were set on length of service.

## Types

### Advisory Councils

These are considered the most elite among the types of field input groups and generally have a membership duration of 1 to 2 years.

### Committees

These are usually category specific (Technology, Social, Product Development, etc.) and members usually have a tenure of a year.

### Task Forces

These are generally project specific, and are for the length of the project.

### Focus Groups

These usually address narrowly focused topics and can be for as short as a single meeting or used for a limited time frame, such as a month or a quarter.

## By The Numbers

### 1.5-2 & 8-12

Meaningful conversations with more than 8-12 people are difficult to accomplish; particularly in conversations that are about an hour and a half to two hours. And when meetings exceed the two hour mark, they're most effectively accomplished within a day or half day format. Since this is rarely possible on a regular basis, keeping councils and committees to a membership of 12 or fewer will optimize time.

## Set Expectations

- Goals & Impact
- Term length
- Frequency of meetings
- Length of meetings
- Preparation for meetings
- Activity outside of meetings
- Attitudes & Behavior
- Reward/Recognition

## Reward/Recognition

Financial compensation can violate the rules of employee/contractor, but it can also create feelings of “demotion” when a field member's term is up; so financial remuneration isn't recommended. Great ways to reward Field Members for the contribution:

- Stage recognition
- Gift basket delivered to hotel room
- Hotel Room for them + spouse during conference
- Advance products