

# BEE 101: Who are we?

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I International Training Meeting

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# What we will talk about?

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- What is our role in our Boards;
- Regulations;
- Tips and tricks on how to start;

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# What do Presidents do?

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# Our Regulations

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According to our Regulations, the President is responsible for:

- Board Management;
- External Relations;
- Expansion;
- Strategic Planning.



# Board Management

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# Let's start with the mindset

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- Is the President the leader? What is it to lead?
- Does the President decide the priorities?
- Does the President have the final word?
- Who has the merits of the successes?
- Who is responsible for the mistakes?
- Are there hierarchies in the Board?
- Does the President have any power?
- Why are you here?

# My personal opinion

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The President is the one responsible for the Board.

That means:

- Having a broad knowledge of ELSA - history, regulations, Areas, activities, etc;
- Understanding the Board and its Members;
- Assisting each Board Member in their tasks;
- Being neutral and finding common ground;
- Not imposing ideas or plans;
- Being empathetic;
- Being the protector-figure;

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# How to lead

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Main Principle



Give the Example

Treat them as you want to be treated

How?



Make them fulfilled

Help them grow

Listen to them

Find the path together

Why?



Motivated Board is a good Board

If you help them, they'll trust you

You don't know it all

You are the leader, not the boss

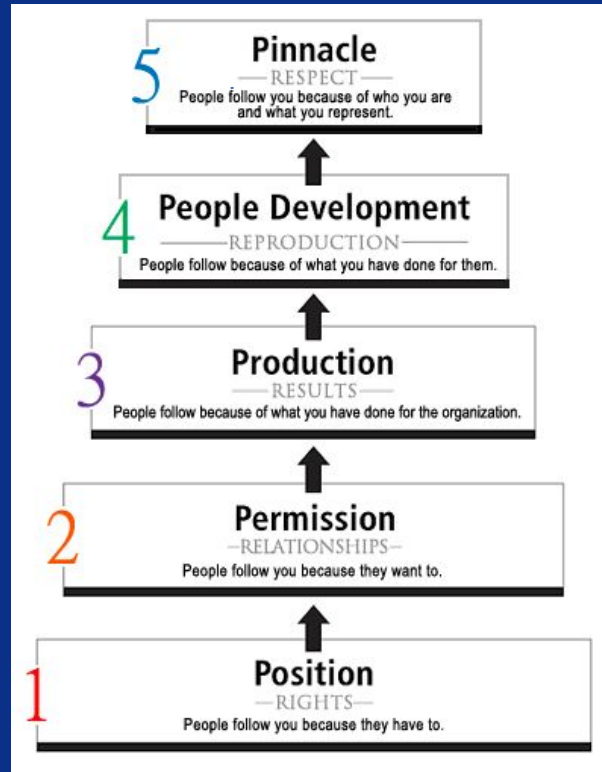
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# Levels of Leadership - John Maxwell

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# Team Member Roles

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Know your Board!

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# ELSA v. Personal

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ELSA is more than work. We are a community!

As Presidents, it is also our responsibility to make our Boardies feel included in our community. For that reason, work on the personal part.

Be a team, but try to create friendships as well.

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# Tips and Tricks

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Don't just ask if they need help - do it!

Try to understand your Boardies' main "traits";

Find out what unites you as a Board and foster it;

Organise bonding moments;

Get to know them outside of ELSA - hobbies, worries, goals in life;

Be honest;

Don't take yourself too seriously.

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# Questions?

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# External Relations

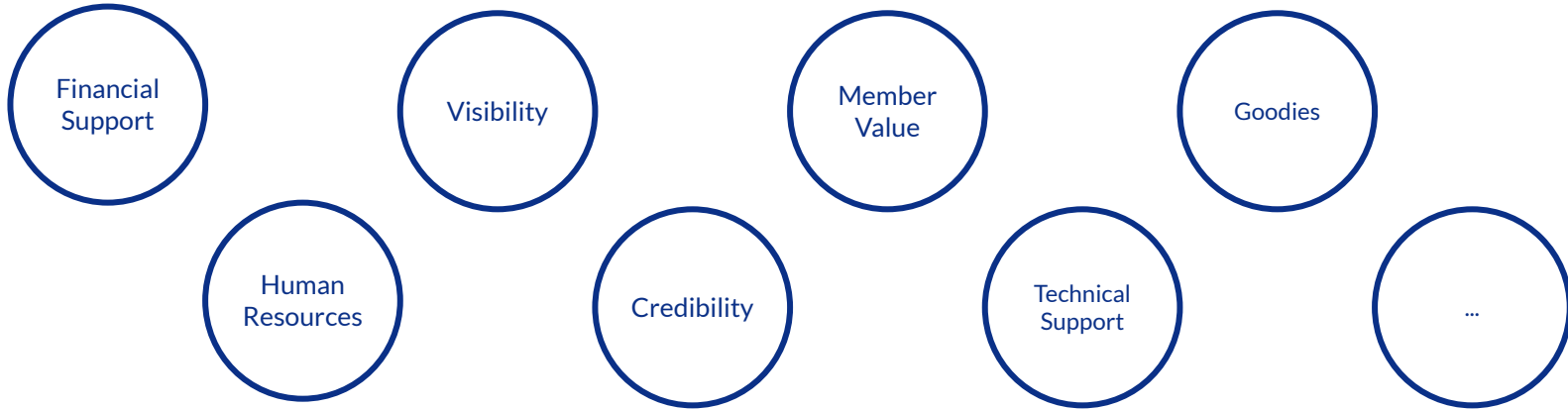


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# What is the purpose of External Relations?

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Get the support you need to function



# What kind of Partners can we have?

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You decide! But generally we have two distinctions:

## General Partners

- Support the general structure of the Group;
- Generally involved in the projects;
- Tend to be our biggest financial supporters.

## Project Partners

- Support a single project (or group of projects);
- Financially support a project, or group of projects.

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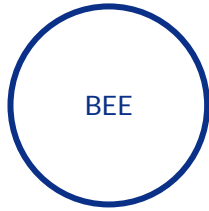
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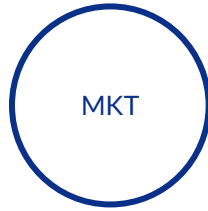
# Who works on External Relations?

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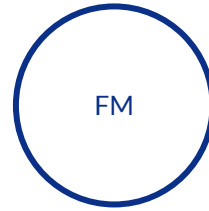
Ideally, everyone!



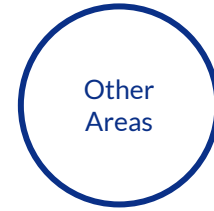
Coordinates Strategy  
General Partners



Coordinates Promotion



Helps define the goals  
Invoices



Help implement the  
Strategy

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# How to approach?

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## The before

- Prepare materials (booklets and packages);
- Research Partners (have plan Bs and Cs)
- Decide what to propose;
- Research contacts you might have;
- Decide who approaches.

## The start

- First email - presentation of ELSA; reason of contact; suggest a meeting;
- Wait a bit.

## The negotiation

- First meeting - check their interests in us; check what we can give:
  - If only one project - go for project partnership;
  - If interest in more than one project or general promotion - go for general partnership
- Follow-up email - summary of the main points discussed; send the booklets and packages
- Repeat until you have a partnership!

# What then?

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You are not done.

Foster the relationship. If partners are happy, they will want more of us. Make sure that happens!

- Project Partners to General Partners;
- General Partners to contribute more.

Evaluation Meetings - evaluate what was done; present successor; renegotiate next term

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# Questions?

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# Expansion

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# What is Expansion?

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The process of establishing presence of National and Local Groups and furthering their development in the respective European States and Law Faculties.

ELSA is a faculty-based association. This means that Expansion ends when:

- We cover all countries in Europe - responsibility of the International Board;
- We cover all law schools in all countries - responsibility of National Groups.

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# Strategic Planning

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# First questions

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- Why do we need strategic plans?
- Who is responsible for preparing them?
- How do we do them?



# Why do we need strategic plans?

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Mainly for three reasons:

- Long-Term opportunities: not everything is achievable in a year
- Collective efforts: some issues that need a collective approach to be solved
- Continuity and sustainability: for steady growth, we need a plan

So, let's have it!

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# Benefits of making strategic plans

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You have a guideline of what to do;

You can make your whole Network grow;

You have the resources to evaluate and adapt;

You can learn from your (or previous) mistakes.

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# Who is responsible for creating them?

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Everyone!

Even if the President might be the one coordinating, the priorities and goals are to be decided by all.

Include third parties: your national Network, partners, etc.

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# General Structure

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Start generic: main problems and direction (goals)

Then subdivide your goals into more concrete objectives (aims)

Define how do you want to achieve those objectives (means)

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# Questions?

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**Is that it?**

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# No!

There are other responsibilities  
that fall under the Presidency:

Advocacy;

Representation;

Whatever needs to be done.

# Now, that is it

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For now

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