



Team Portfolios

Description

The structure of your organization depends on your leadership capacity and what you want to plan and achieve. You may start out with a smaller team and less initiatives, and then expand over time. Find more details on portfolio suggestions and useful tips here. Since there is plenty to talk about regarding [marketing](#) and [sponsorship](#), these topics have their own guides below.

Acknowledgements

This guide was created with the help of knowledge and experience obtained from:

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 - Co-President, Desautels Sustainability Network
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About Re_Generation

[Re_Generation](#) is a Canadian youth movement that seeks to build a regenerative, sustainable, and just economy. We aim to reimagine our schools, repurpose our careers, and remodel our companies to be aligned with regenerative principles. In particular, we provide resources for individuals to launch impact-driven careers and advocate for change within their companies and schools. We also aim to advance public policies that promote regenerative and sustainable business practices.

Our successful 'Our Future, Our Business' Manifesto campaign received the support of 65 youth organizations, 130 high-level executives, and 100 civil society organizations recognizing the need for reform in business education on sustainability. After three years of existence as the Canadian Business Youth Council for Sustainable Development, we have changed our name to Re_Generation to become more inclusive of all youth, not just business youth.

We believe that the ideal society is a [regenerative](#) one. Regeneration to us means putting human and ecological [well-being](#) at the centre of every decision. It means restoring relationships, both within nature and within society, while helping all communities to thrive. Read more about our history and vision at our [About Us](#) page.

Overview

Your organizational structure depends on the events and initiatives you want to carry out.

Your teams should:

- Be organized to show clear accountability
- Be small enough so as to remain fluid and flexible
- Have members with specific tasks and mandates
- Set attainable goals and timelines

Some suggestions for portfolios are:

- Sponsorship
- Speaker relations
- Finance
- Logistics
- Marketing
- Design
- Academics
- External relations

Keep in mind that in order to have a large team with many portfolios and functions, you will need a strong leadership pipeline to lead these efforts since you cannot do everything yourself! Please refer to the [Team Management](#) section to learn more.

Note: For [sponsorship](#), please refer to the respective resources on those topics. For the others, this guide contains some useful tips for each portfolio.

Speaker Relations

- Diversity of speakers: Ensure diversity among all its dimensions (gender, ethnicity, professional background, etc.).
 - Example: If a woman from a company was your first choice but she cannot make it, and recommends a man (colleague), but you are afraid that it might affect too much the diversity of the event, don't hesitate to either ask them for a woman or turn down their offer (if you have a backup from another company who is a woman).

- Be responsive from the beginning to show respect for their time.
 - Don't be afraid to follow up two, three, even five times if you don't hear back.
 - Just do so with sincerity, frame the engagement as an opportunity, and make it very clear what you're asking of them.
 - If they're at all confused by your communication, it's not their responsibility to figure it out.
- Speaker's experience at an event is paramount. Ensure they are well taken care of.
 - The small things (greeting, showing where to go, providing refreshments, etc.) determine whether they feel that they are being appreciated.
 - Giving them a thank you gift and sending them a follow up email to thank them also goes a very long way.
 - Speakers act as brand ambassadors and will speak about your organization in their circles - making sure they do so in a very positive light will open many doors.

Logistics

Managing the team's ideas:

- Your director of logistics should have the most insight on the constraints and feasibility of certain suggestions from team members relative to the logistical mandate of your event.
- However, the challenge is to objectively welcome feedback and listen, not taking anything too personally. It is possible to find oneself even insulted by a team member's proposition to radically change a logistical parameter that you put effort into defining.
- Everyone has good and bad ideas for logistics, it is up to you to listen, re-verse-engineer, re-evaluate, react, and explain your thought process.
- Communication between finance and logistics is crucial. It is extremely important to develop processes ahead of time to make sure both are kept in the loop and make decisions accordingly.
- Making your events sustainable:
 - Research if your school has a sustainability office/department. Do they have guides and fact sheets on hosting sustainable events?
 - For example, the McGill Office of Sustainability offers [consultation and resources](#). Here is a [Sustainable Events Certification checklist](#).

Marketing

- As a new organization you can try to increase your following base by doing give-aways and resorting to posters, postcards, and other traditional marketing material. You also have to get creative with boothing in order to draw students to your booth.
- Good marketing requires anticipation. There are many different facets to cover in the execution of promotion of an event or a project, and things can easily get missed. It is therefore crucial to create structures and processes like schedules and documents with all the necessary information on them ahead of time. This allows for straightforward execution of promotion.
- Marketing is truly what you make of it. A creative, hungry mind will go above and beyond in finding new and innovative ways to grow the organization and spread its values to the wider public. It is very easy to get caught in the everyday promotion and to forget about the bigger picture. Creating a robust marketing plan outlining the organization's value proposition, its target audience(s), the channels through which it will be communicating, the offers it will be holding, etc. is an incredibly organized way to outline a direction and to put creative ideas on paper.
- An organization's marketing team works very closely with the design team, but both tend to have different structures and to work at different speeds. Outlining and implementing processes early on to make sure the marketing team gives adequate time for the design team to develop assets and content will ensure promotion gets put out on time.
- For more information, refer to the [marketing guide](#)

Design

- An organization needs a clear brand image and vision. Working closely with designers to develop this can take lots of time and energy, but tends to make things much faster and homogenous down the line. Working closely with the design team to constantly reiterate this image, as well as bringing in ideas from the entire team will give people a sense of ownership over the image of the organization and create a stronger brand.
- Designers tend to get swarmed by last minute requests.
 - To ensure this does not happen, create processes, like having team members fill in a spreadsheet with their requests and due dates, to give designers the time they need to operate. Moreover, make it clear to team members that their requests need to be submitted much earlier than their due date.
 - As design is a creative process, it is not as quickly executable as other kinds of work. However, designers can sometimes go too far in their processes and take too much time with their work.

- Discussing with designers the key aspects of branding that deserve ample time and the ones that can be quickly executed is useful in making operations fast and efficient.

External Relations

To University Campus and/or Local Community of Organizations

- Collaborating with other organizations can become extremely challenging.
 - Every team has a different structure, works with different levels of rigour, and expects highly different things from each other.
 - Often, organizations will have ample time before the set date of the collaboration, but things take too long, people become unresponsive, and the collaboration gets pushed back.
- It is extremely important to perform due diligence on an organization before collaborating with it.
 - Doing research, getting insights from people who have attended their events or projects, and seeing the caliber of their work will give good insights.
 - Once this is done and your first meeting is set up, both teams need to come together and outline clear expectations from each other that are set in writing. This means: who will be taking care of logistics, developing promotional assets, sponsorship, etc.
 - Make sure to discuss financial considerations, including budget allocation and administration with each organization's governing body (finance can become very tricky to divide).
 - Create a plan with deadlines and phases for performing important tasks, and hold the teams accountable by checking in on them regularly. Something as simple as creating an eventbrite will allow you to get an idea of expected headcount which can be helpful in holding the other organization accountable for promotion.
 - Give yourselves ample time - if the other organization is not pulling its weight, it is better to drop the event altogether than to continue with difficulty.