

LAB Mentorship Executive Summary (Agenda-Ready)

This Executive Summary is designed to be read and reviewed in a **15-minute alignment meeting** before the team moves into a deeper working session on the full **Comprehensive Activations Source** document.

1) Purpose and LAB Mentor

Leaders Are Born (LABco) is a leadership community built to **bridge students and industry professionals** through experiential programs and events. The Webinar Series is a core activation engine inside that mission—1) creating weekly connection, 2) driving discovery calls and verified interest, and 3) converting participants into ongoing membership, mentorship, and program pathways.

The Comprehensive Activations Source will operationalize this mission by making webinar execution **repeatable, measurable, and transferable** from one season to the next.

2) The 4-Season Arc Model (Quarter-Aligned)

LAB Webinar operations are structured as **four seasonal arcs per year**, aligned to the start and end of each quarter. Each arc is treated as a complete operating cycle with:

- A defined **launch/onboarding window**
- A consistent **weekly execution rhythm**
- A formal **closeout and handover window**

This model creates stability while allowing growth: interns and mentors can continue season-after-season, but the system is designed so responsibility can also be cleanly handed to new owners without losing momentum.

3) Quarterly Closeout + Handover (Interns and Mentors)

A key feature of the Comprehensive Activations Source is the quarterly closeout process, which ensures the program can scale without knowledge loss.

At the end of each season arc, interns and mentors will complete a standardized handover package that includes:

- **Season recap:** what was executed, what worked, what didn't
- **Speaker pipeline status:** confirmed speakers, backups, and outreach notes
- **Tech + platform readiness:** FrameVR/streaming setup notes, recurring issues, access confirmations
- **Compliance + quality notes:** what to watch for, what to repeat/avoid
- **Engagement + conversion outcomes:** attendance, discovery calls, follow-up conversion, next-step CTAs
- **Open loops + next priorities:** what is unfinished and what must happen in the first two weeks of the next season

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The handover ends with a short closeout meeting and explicit sign-off so the next season's owners start with clarity.

4) Leadership, Pod Structure, and Workflow Ownership

LABco operates through shared workflow ownership across HQ and pods. The Webinar Series sits within this architecture as a cross-pod activation channel.

This document will clarify:

- How **LABco HQ** and **Recruiting/HR & Webinar Operations** coordinate across pods
- How pod execution connects to webinar activations (Education, Real Estate, Medical, Recruiting)
- Where ownership lives week-to-week vs. season-to-season

5) Role Accountability (Rotating + Non-Rotating)

The Webinar Series is executed through rotating roles with clear deliverables and escalation paths:

- **Host/MC:** live facilitation, timing, CTAs
- **Moderator:** compliance, Q&A routing, guardrails
- **Producer:** platform readiness, tech checks, recording/upload
- **Speaker Wrangler:** speaker booking, pipeline buffer, backups
- **Follow-up Lead:** post-event follow-up, discovery calls, conversion to next steps

To establish consistency in leadership and LAB HQ support, the operating model includes **non-rotating support roles** that are typically staffed by **Senior LAB Directors and/or Professional Mentors** to ensure consistency, quality control, and technical reliability across the season:

- **Live Producer (Non-Rotating):** Oversees live show flow, transitions, run-of-show discipline, and real-time coordination between Host, Moderator, and Producer.
- **Technical Director (Non-Rotating):** Owns the technical standard (streaming configuration, platform integrations, troubleshooting playbooks, access management) and ensures the system remains stable across seasons.
- **Social Media Editor (Non-Rotating):** Ensures brand consistency and post-production continuity (clips, highlights, captions, thumbnails, and distribution-ready assets) tied to the weekly webinar cadence.

**** Palmi's leadership role is to ensure the system stays on cadence:** readiness checks, standards enforcement, and clean weekly closeouts that roll into quarterly handover.

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6) Membership Pathways and Tier-to-Role Mapping

Activations are designed to convert participants into ongoing engagement through LABco membership. Based on your current membership options, the Executive Summary anchors the tiers as:

- **Student Access (\$5/week)**
- **Professional Access (\$10/week)**
- **Executive Access (\$25/week)**
- **x10 ROI Executive Access (\$50/week)**
- **Season Experience Profile (\$10 profile activation)**

The Comprehensive Activations Source will map these tiers to expected participation roles and tier-phase pathways (e.g., Junior Director → Chapter Director → Executive Director / Lodge / Season Directors), so membership is not just a payment level—it's tied to contribution expectations and activation opportunities.

7) FAQ-Aligned [Member Value + BetaWorld Context](#). This system will align operational execution to the public-facing LAB Membership FAQ:

- Why join LABco and what members gain (weekly connection, workshops/webinars/events, priority registration, networking/career opportunities, resources/materials, rewards)
- How BetaWorld supports students (virtual classrooms, collaboration, discovery calls, networking events)
- How BetaWorld supports professionals and organizations (mentoring tools, recruitment, training, brand/social impact)
- How members progress from community engagement into deeper director-level experiences

****8) Engagement Tracking + Individual P&L Analytics (Weekly Submissions)

The Comprehensive Activations Source will define how weekly submissions (via the two Jotform links you provided) become operational intelligence:

- **Engagement tracking:** outreach volume, attendance, follow-up completion, discovery calls, conversions
- [Discovery Call Tracker](#) / [LAB Session Tracker](#) / [LAB Experience Survey](#)
- **Resource usage tracking:** tools used, time/effort, approved resources
- **Cost analytics:** per-person cost attribution (time + tools + approved resources/reimbursements)
- **Value analytics:** per-person value attribution (deliverables + conversion outcomes)

The result is an **individual-level P&L snapshot** and rollups by week, pod, and season—so leadership can see what's working, what's costing, and where to intervene.

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9) Weekly Leadership Review (What Gets Reviewed and When)

Finally, the Executive Summary establishes what leadership reviews each week to keep the system stable:

- Readiness status (speaker buffer, tech checks, role completion)
- Engagement metrics (attendance, follow-up, discovery calls)
- Conversion metrics (next-step CTAs, membership movement)
- Resource usage and cost flags
- Compliance and quality flags

This weekly review is what makes quarterly closeout possible—because the season arc is built from consistent weekly artifacts.

CTA: Next Working Session

After this Executive Summary review, the next step is a dedicated working session with Palmi to review the full **Comprehensive Activations Source** document, confirm the quarterly handover package, validate the membership tier-to-role mapping, and finalize how weekly submissions translate into season performance and individual P&L.