

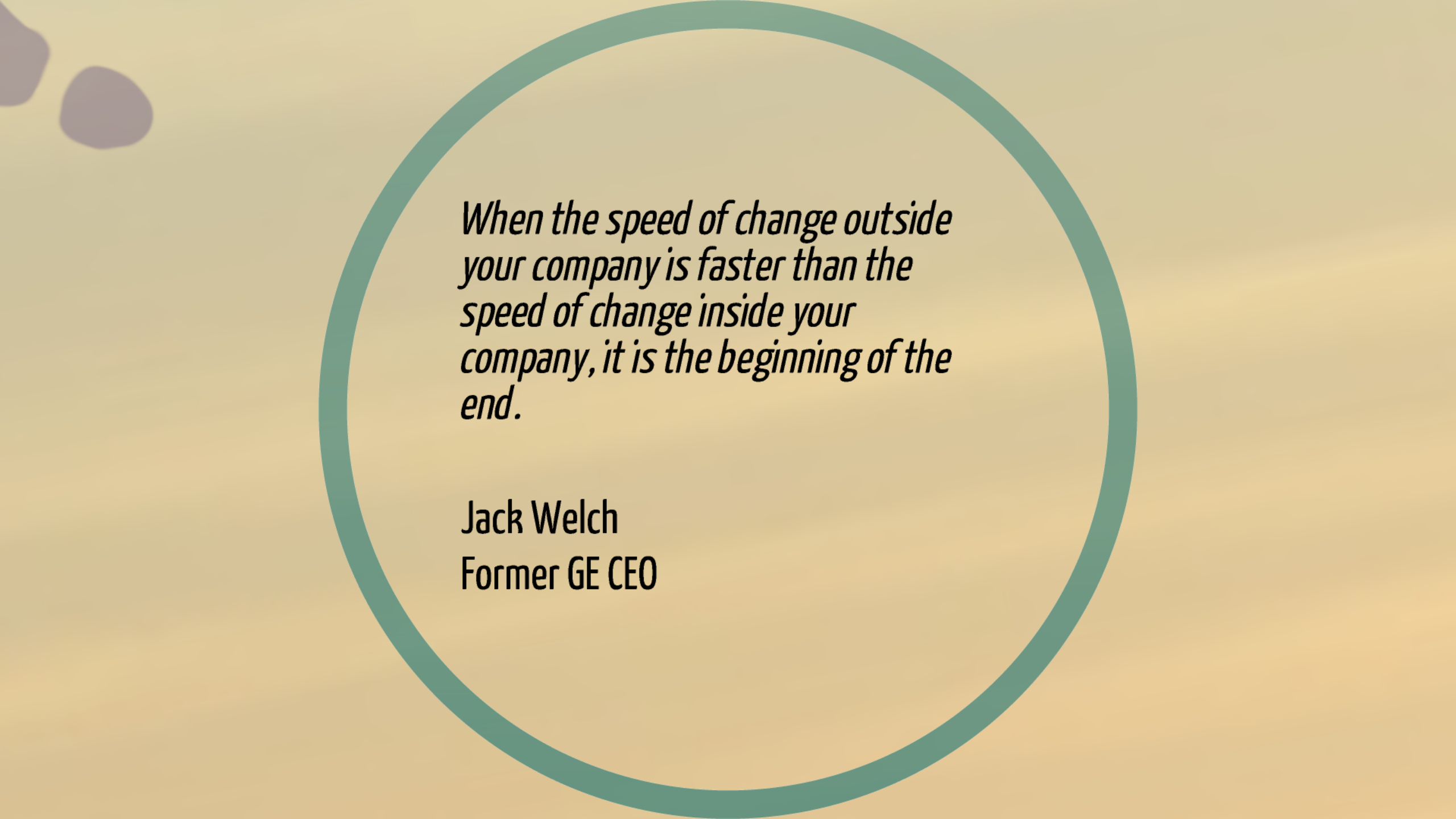
How to Get Members to Scream Your VALUE!!

The Future

NEXT EXIT 

When the speed of change outside
your company is faster than the
speed of change inside your
company, it is the beginning of the
end.

Jack Welch
Former GE CEO



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Agenda For Today



4 Keys to Focus on Today

- It's All About Value
- Member Pain Points
- Member Experience
- Responsive Member Service

The #1 Reason For Members Terminating Membership is Lack of Engagement



Source: Marketing General Annual Study

Perceived Value VS Actual Value

Members Support Your Mission...
They BUY Your Value

v - thinking

Where There is Fear... there is OPPORTUNITY



By Jena McGregor

Top executives call it getting "Uber-ized." Having "Uber syndrome." Or even the process of "Uber-ization."

How FAST is Change Happening?

Workforce

47% of Jobs Will be
Automated by 2030

Reaching an Audience

Time to Reach 50 Million Viewers:

- Telephone: 75 years
- Radio: 38 years
- TV: 18 years
- Internet: 4 years
- Facebook: 3.5 years
- Angry Birds: 35 days

of AirBnB Stays

2012: 3 million

2017: 100 million

2022: 393 million

of Uber Rides

2014: 173 million

2016: 2 billion

2022: 64 billion

Forces Driving Rapid Change



- Emerging Technology
- Demographic Shifts
- Consumer Buying Trends

Self Driven Vehicles

- Body/Repair Shops
- Liability Attorneys
- Medical Care
- Organ Transplants
- City Governments
- DUI Schools
- Driving Schools
- Car Insurance Companies
- Sign Companies
- Gas Companies



How will it **IMPACT**
Your Industry?

3D Printing - Additive Manufacturing

- Manufacturing
- Heat Treating
- Machining
- Anyone Making Spare Parts
- Anyone providing inventory excess
- Legal Profession
- Organ Donors



Artificial Intelligence - Robots

- Made to Mimic Human Behavior
- Calculate and Predict FAST
- Repetitive Motions
- Machine Learning is Coming
- Maximizes Efficiency-Productivity



What AI Doesn't Do Well

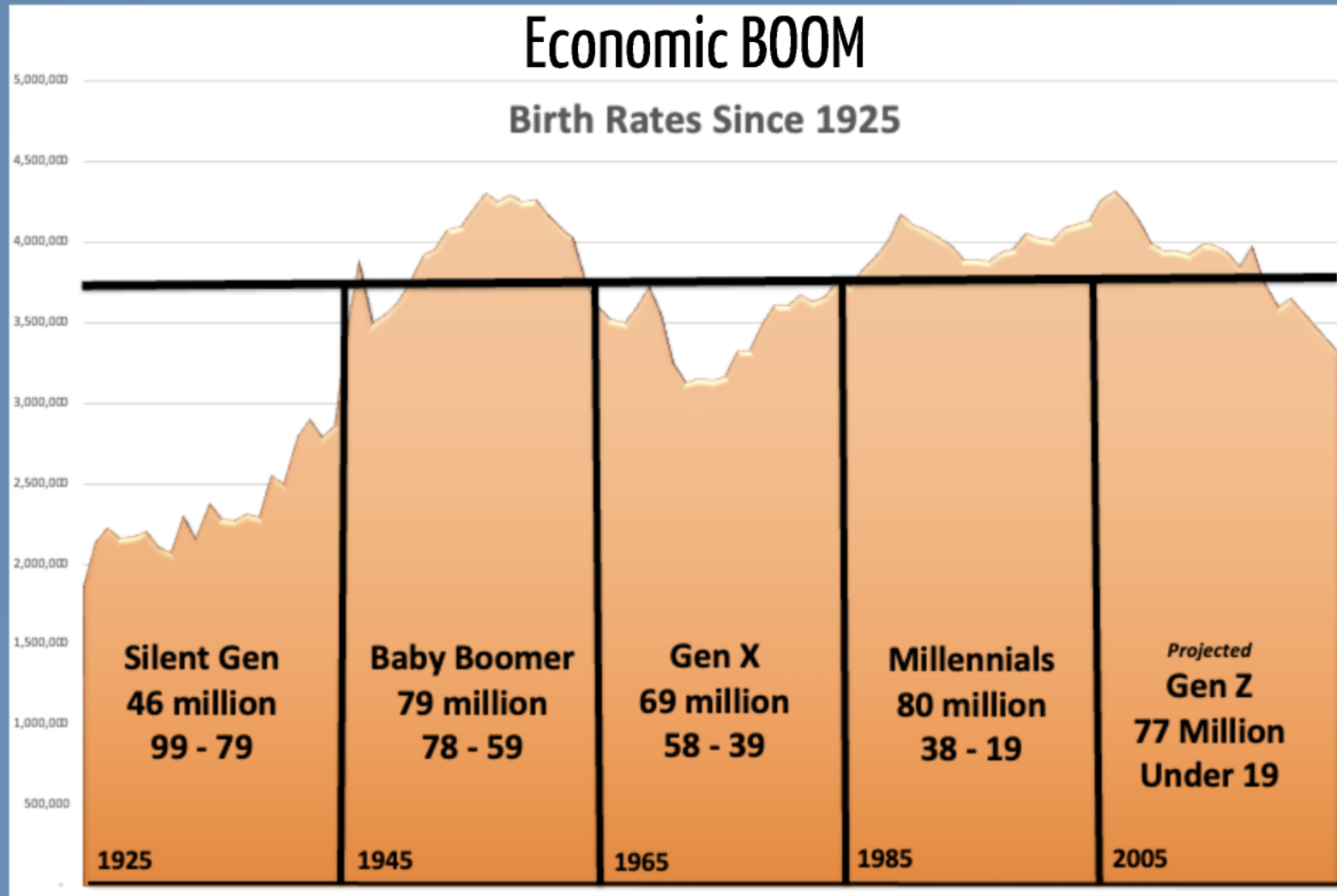
- Common Sense Reasoning
- Creativity and Originality
- Emotional Understanding
- Complex Decision Making
- Variable Change
- Physical Dexterity

AI is NOT About Job Replacement

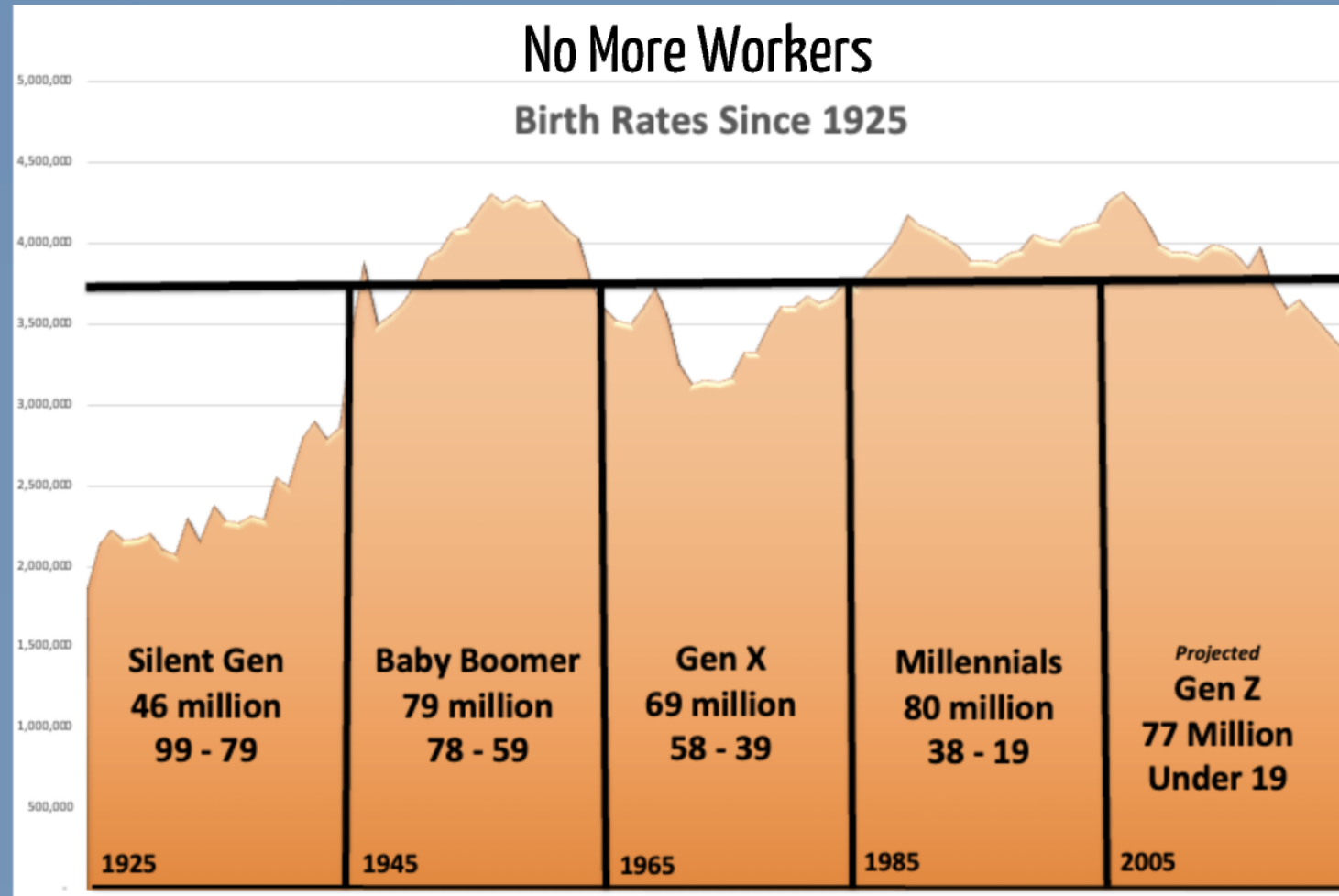


It is About Capacity Expansion

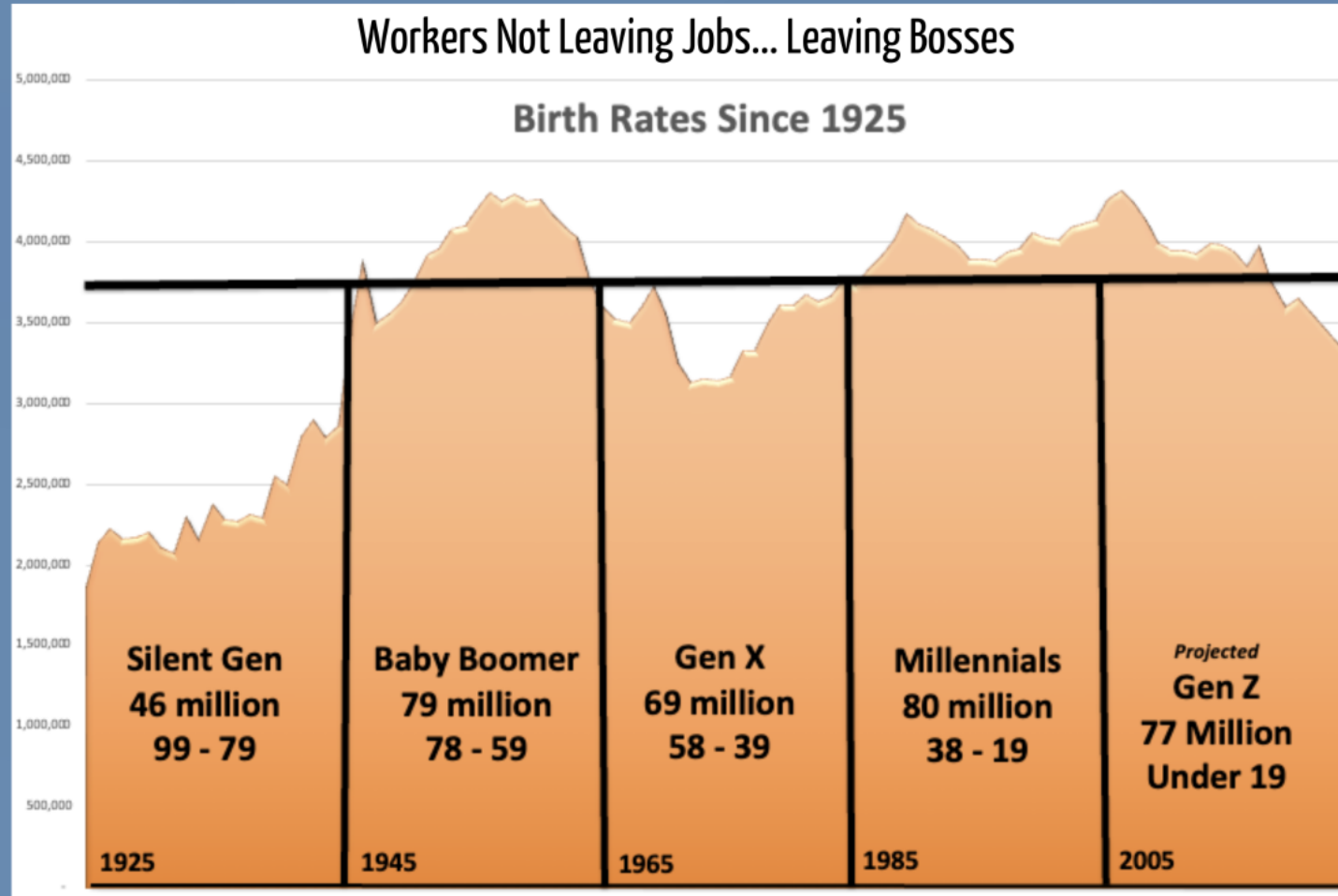
Know Your Data: Rule of 38 & 78



Huge Opportunity: Workforce Development



Huge Opportunity: Leadership Development



Consumer Buying Habits



Threat or Opportunity?

Key Consumer Choice Trends

Threat or Opportunity?

- Responsive Retail
- Competitive Reward
- Waste Currency
- Organic Food
- Chemical Revolt
- Routine Rental
- Subscription Based



[TrendHunter.com](https://www.trendhunter.com)

Grocery/Food Delivery - Pickup

- 90% Impulse Buy
- 70% Impulse Purchase are Food
- Up to 20% of Grocery Bill is Impulse Buy
- 61% of 18-29 Year Olds Buy Impulsively
- 40% Spend More Than They Planned



v - missed op

The POWER of ENGAGEMENT

SOLVES EVERYTHING!

10 Keys

A.L.I.V.E.

Ask the right questions

Listen with intention

Innovate with solutions

Value creation

Execute with excellence

Key #1

GET BACK TO THE BASICS

What can we do together better than our members can do separately?

- ORGANIZE OURSELVES
- COORDINATE EFFORTS
- BUILD TRUSTING PARTNERSHIPS
- RESEARCH AND INNOVATE
- SHARE COST



Key #2

Your staff &
leadership must
have a clear &
passionate
understanding
of your VALUE



Key #3

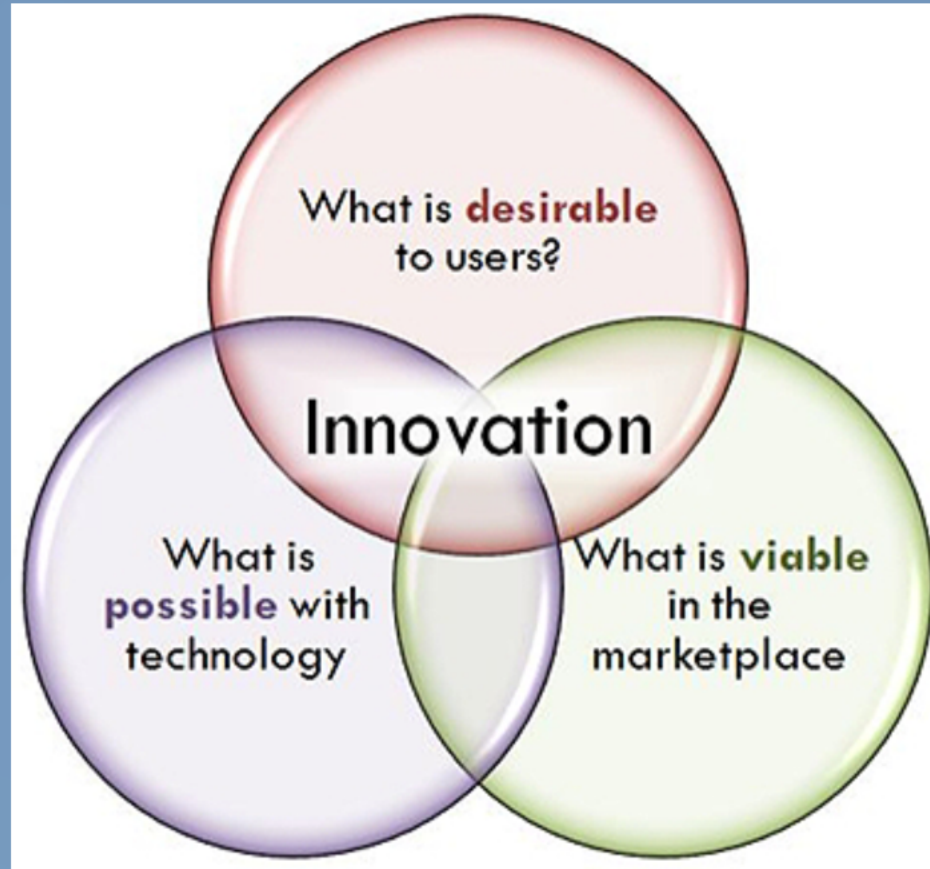
Ensure your staff and leadership represents the diversity of your membership & industry.

- Introvert vs Extrovert
- Organizational Levels
- Geographic
- Education Levels
- Religion
- Gender
- Race
- Age
- Ethnicity
- Sexual Orientation



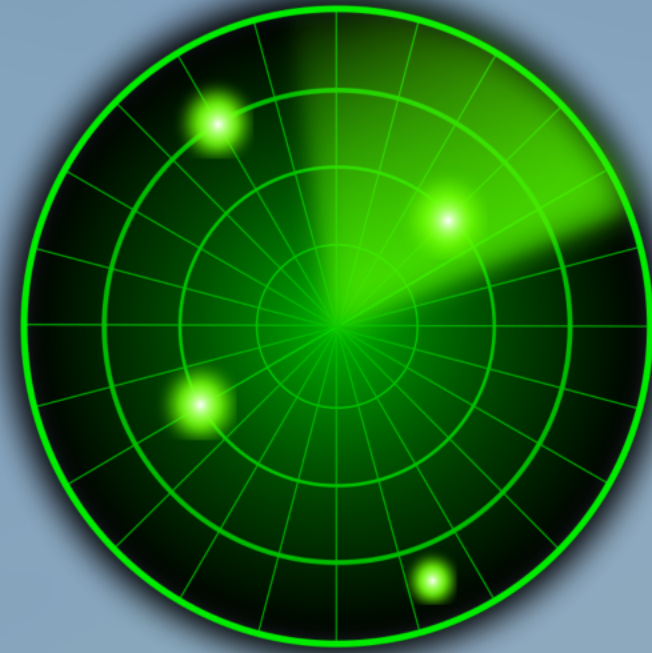
Key #4

Culture of Innovation



What Are Your Direct/Indirect Threats?

- Members
- Association



Controllable - Uncontrollable - Influential

Identifying Your Industry's Disruptors



Friction - Anxiety - Stress

Where is the Friction, Anxiety & Stress?

- Delivery
- Product
- Operations
- Workforce
- Customer Experience
- Overall Business Model

Key Solution

"The Internet of Things"

- People
- Machines
- Process
- Data
- Technology
- Artificial Intelligence



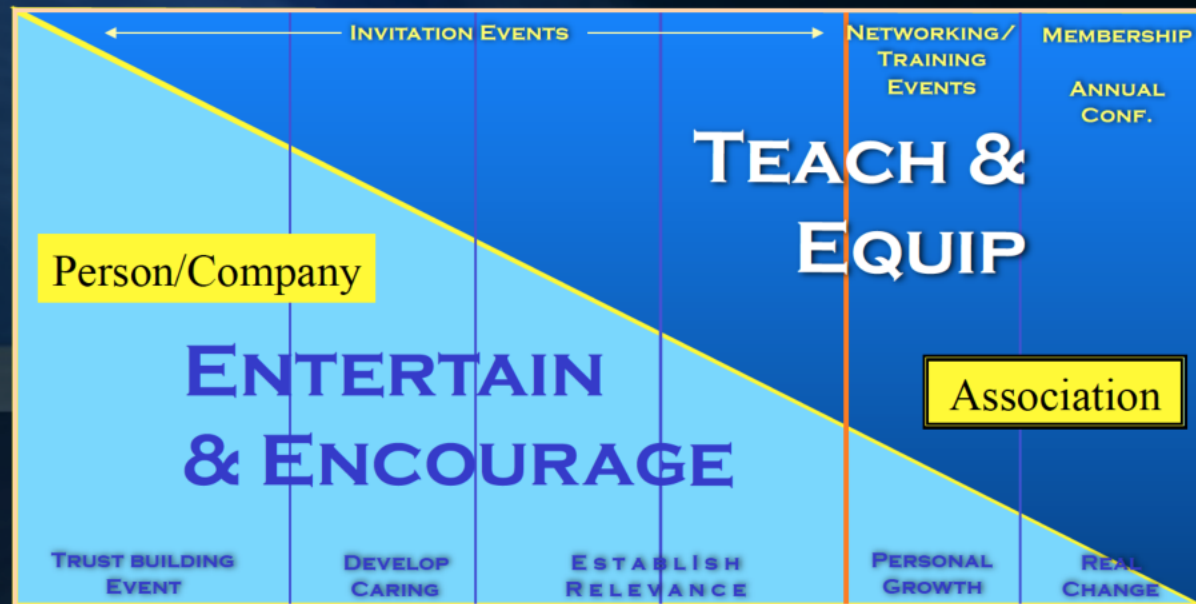
Information VS Interpretation

Key #6

Effective Flow OF YOUR VALUE

HOW TO BUILD BELIEVERS IN YOUR ASSN

OUTREACH THROUGH ENCOURAGEMENT



Key #7

Doing Things For Your Members They Can't
Do For Themselves Effectively

Wow Factor

Engagement

Member
Focused

Max Value

3 Types of Benefits

- Ones you get for free
- Ones you will do anyway
- Doing things for your members they can't do effectively

High Value Benefits

- Workforce Development
- Online Training & Certificate Programs
- Financial Benchmarking
- Industry Forecasting
- Data & Information Sharing
- Smart Technology
- Industry Awareness Strategies

Key #8

Understand Your Membership Engagement Points



Measure Engagement

Easier Than You Think

Member Type

- Informational
- Transactional
- Emotional

Level of Engagement

- Highly Engaged
- Somewhat Engaged
- Not Engaged

Do You Know Your Touch Points

Informational Members: 64%

- Annual Wage & Benefit Study
- Semi-Annual Ops Cost Program
- Monthly Sales & Forecasting
- Nadcap Audit Database

Transactional Members: 43%

- MTI Online Academy
- Ad Purchases in Quarterly Magazine
- Business Insurance Program
- APPI Energy Program
- Purchased Training/Publications

Emotional Members: 49%

- Attend National Meetings
- Attend Regional Meetings
- YES Mgt Training Program
- Board Member or Volunteer in Any Capacity

**83% Involved in at
least 1 program**

**95% Annual
Retention**

Key to Maximizing Engagement

"Our records show you are NOT..."

Key #9

Effective Communication of Value



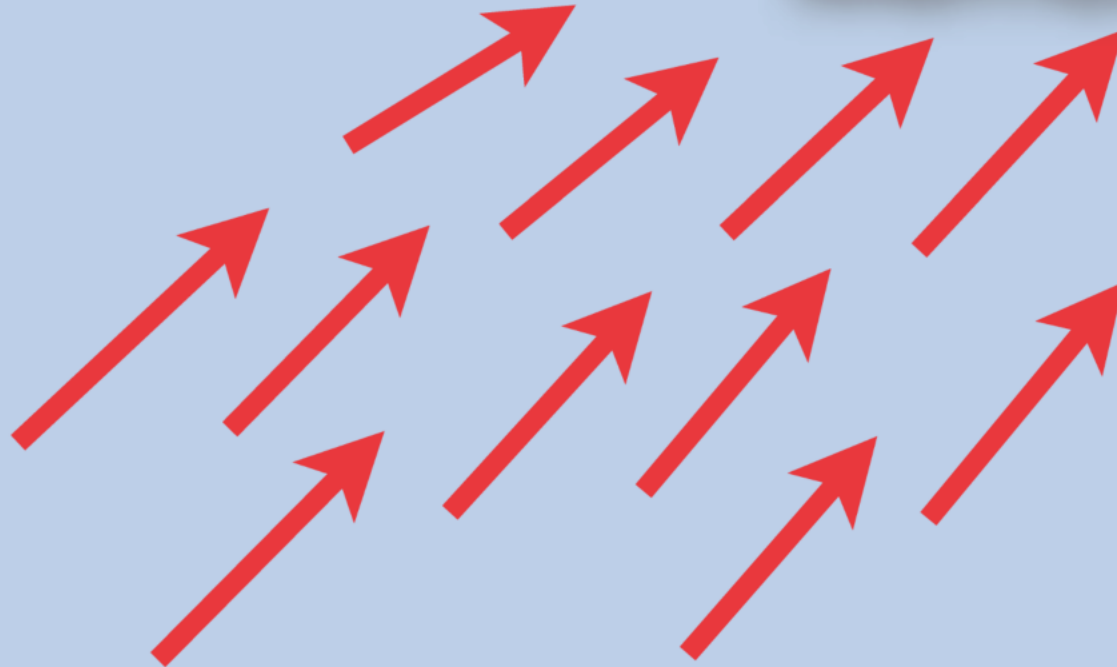
Collecting Dots on Member Engagement

Member

A diagram illustrating the concept of 'Collecting Dots on Member Engagement'. At the center is the word 'Member' in a large, bold, black font. Surrounding this central text are approximately 12 red arrows of varying lengths and directions, pointing outwards in a circular pattern. The arrows represent different engagement points or activities. The entire diagram is set against a light blue rectangular background, which is itself centered on a larger yellow background with a decorative reddish-brown border.

Connecting Dots on Member Engagement

Member



Go Mobile - Video Everything



What Are You Really Selling?

There is Strong....
Then There is Assn Strong!

Key #10

Narrow
Your
Focus



Value Proposition



Clear - Concise - Actual

BONUS KEY

Three Big Questions on Action & Focus Each Year

- **What are we doing we should do DIFFERENTLY?**
- **What are we NOT doing we should be doing?**
- **What are we doing that we should STOP?**



Be an Association of

H.O.P.E.

Hell of an Attitude

Optimism

Passion

Energy



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