EFC Change Management

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Member Centricity + Strategic Alignment = Change Management
Member Centricity

- Gap Analysis
- Member Engagement
- NPS
Gap Analysis
Importance vs. Performance
How the Gap Analysis Works

- Improve offering
- Improve abilities
- Improve efficiencies
- Reduce spending
- Change perception of value or eliminate
Net Promoter Score
How likely are you to recommend us to a friend?

Detractors

Passives

Promoters

\[
\% \text{ Promoters} - \% \text{ Detractors} = \text{ Score}
\]
It's like a movie review!
Use feedback to improve member satisfaction
Highest NPS Score 2018

Promoters: 56%
Passives: 36%
Detractors: 08%

Historical NPS Score
Member Engagement Assessment

Collected data by member
  • Dues/Sponsorships/Ads/Event activity/Product section attendance

Full team effort to rank members
## EFC Engagement Profile

<table>
<thead>
<tr>
<th>Member Type</th>
<th>% Active/Engaged Revenue</th>
<th>% Active/Engaged Members</th>
<th>% Passive Revenue</th>
<th>% Passive Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distributors</td>
<td>71%</td>
<td>44%</td>
<td>21%</td>
<td>44%</td>
</tr>
<tr>
<td>Manufacturers</td>
<td>86%</td>
<td>64%</td>
<td>11%</td>
<td>29%</td>
</tr>
<tr>
<td>Agents</td>
<td>67%</td>
<td>60%</td>
<td>10%</td>
<td>14%</td>
</tr>
</tbody>
</table>
EFC Engagement Plan

10% growth Active/Engaged Members by 2020

New Members
- Convert 100% to active within 1 year

Passive Members
- Convert 10% to active

Active Members
- Move to Engaged via committee work

Engaged Members
- Convert to champions

YPN
- Promote committee participation

✓ Maximize member satisfaction
✓ Move members along continuum
✓ Engage the next generation
✓ Deepen engagement within membership
✓ Maximize region activity
Purposeful Conversations

1. Review of EFC
2. Your Business Wins & Challenges
3. EFC programs and opportunities to match needs
Strategic Alignment

Member Feedback
- Gap
- NPS
- Engagement
- Board Interviews

Strategic Objectives
- Financial
- NPS
- Engagement
- Penetration

Strategic Initiatives
- Business Intelligence
- Member Engagement
- Industry voice
- Workforce Development
- Industry Promotion
- Channel Productivity
- Market Relevance

Employee Objectives
- 4 goals each
- Perf Reviews
- Bonus/Merit
Thank you