

# ASQ Transformation Initiative



TECHNOLOGY, STRATEGY AND CULTURE CHANGE

November 28, 2017



ASQ

The Global Voice of Quality®

# Journey of Change

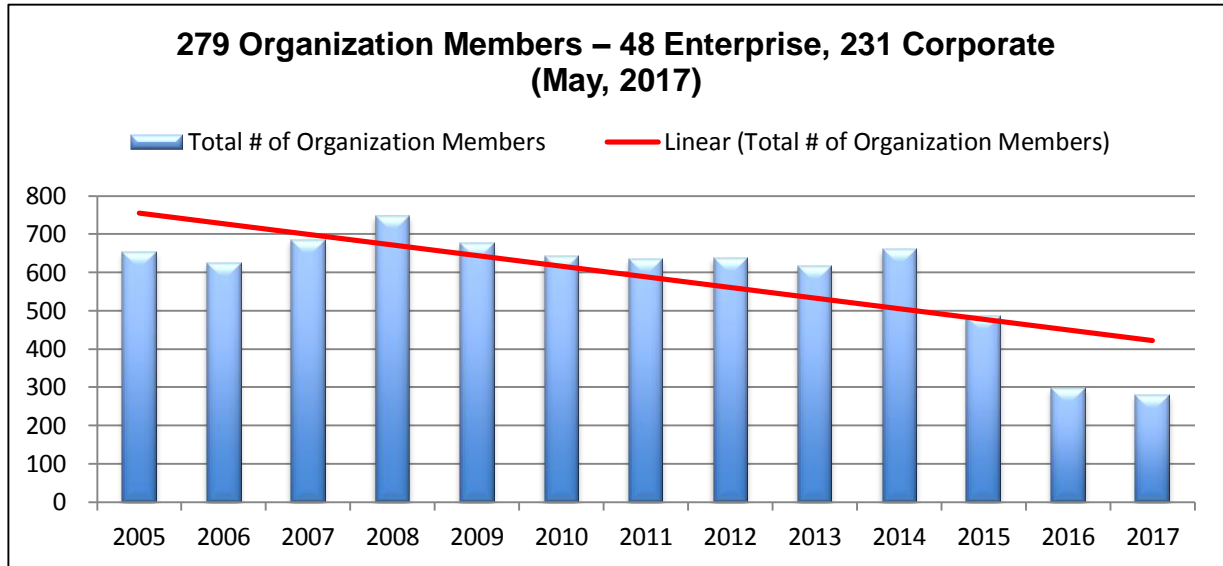


# Organizational Opportunity Assessment



# Current Organizational Membership

**Members declining: -9% average year to year**



# Trend Analysis

- Reliance on repackaging of individual offerings
- ASQ is a discount house and middleman for training
  - **Only a matter of time** before ASQ gets cut out of the transaction
- Organizations **dissatisfied** with ASQ Organizational membership
- Organizational membership appeals to the individual by **increasing their impact**
  - Building soft skills
  - Enabling contemporary ways of interacting
  - Driving culture



# Organizational Interviews - What We Heard

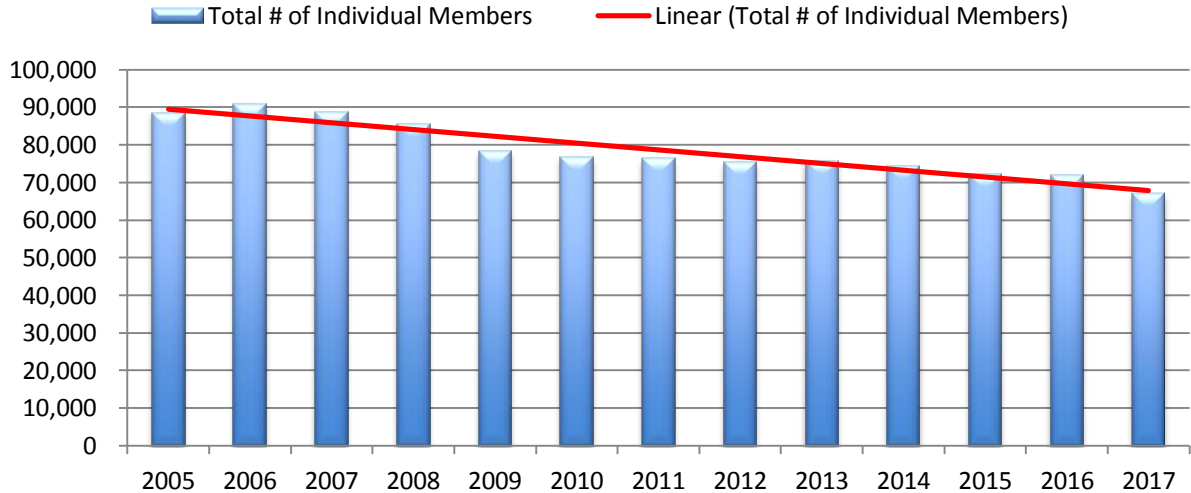
- Must have a “Culture of Excellence/Quality”
- Apply quality principles across **all parts of the business**
- Pace of change is increasingly FAST, **requires agility as a business**
- Businesses have **unmet needs**
- **Maturity models** seen as organizational benefit
  - Where they stand
  - How they improve
  - Where do they go next

# Individual Opportunity Assessment



# Current Individual Membership

## Total Number of Individual Members





# Trend Analysis

- The **meaning, relevance and value** of membership and networks is shifting
- Individuals are **more frequently changing** jobs, industries and organizations
- Individuals face greater time constraints and limited corporate support for professional development, and therefore **seek higher value** from commitments
- Growth in associations has been greatest in **specialized organizations**
- **Intense competition** across membership, training, certification and QBOK



# Research: What We Heard

- Professionals want to connect but expressed the preference to meet with **like-minded people addressing a specific issue** (e.g., solve a problem!)
- **Topical and sector specificity** both resonated with interviewees
- Time and financial constraints drive an increased need for **virtual connections and micro-learning opportunities**
- People are craving **guidance in career development** beyond the hard skills of traditional quality management

# Organizational Solutions



# Establish Strategic Business Units to Drive Growth

- More aggressively drives our mission “To increase the use and impact of quality in response to the diverse needs of the world”
- Ensures a sustainable financial model to enable continued support for members into the future
- Drives thought leadership in providing solutions to today’s business problems and insight into future improvement



# Deliver Next Generation of Value

- Content:** Curated, easily accessible body of knowledge driven by divisions, including best practices, cutting-edge topics, industry research
- Community:** Face-to-face meetings and discussion forums plus enhanced virtual and online presence driving global engagement
- Capabilities:** Assessments and benchmarking enable customized learning plans, which provide guidance and tools for individuals and organizations

Culture of Excellence

# Elevate Focus on Organizational Members

- **Hold** onto members and customers by increasing engagement
- **Build** new solutions around Culture of Excellence in close collaboration with members, customers, and thought leaders
- **Grow** by leveraging enhanced relationships, new solutions, and strategic partnerships



# Hold onto members and customers by increasing engagement

- Prioritize customer focus
- Invite collaboration in solution development
- Convene thought leaders to address today's problems and emerging topics
- Drive conversation and share information
- Actively listen and learn from members and customers



## **Build** new solutions in close collaboration with members, customers, and thought leaders

- Develop models to enable organizational assessments, benchmarking, and customized development plans
- Drive connections in-person and virtually via professionally moderated forums, workshops, meetings, and conferences
- Partner with divisions to drive content on best practices and emerging issues
- Expand technical and soft skills training and development solutions across multiple formats





# Grow by leveraging enhanced relationships, new solutions, and strategic partnerships

- Elevate enterprise support and investments through value-driven partnerships
- Increase opportunities for thought leadership and engagement
- Drive ASQ mission and influence through broader reach



# Individual Member Solutions



# Deliver Next Generation of Value

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Culture of Excellence

# Accelerate Engagement with Individual Members

- **Hold** onto Individual Members/Member Leaders by providing increased value
- **Build** community to drive engagement and retention
- **Grow** Individual Membership



# Hold onto Individual Members/Member Leaders by providing increased value

- Launch new tools
  - Member unit websites for consistent experience
  - Member leader portal to simplify the life of a volunteer
- Deliver a personalized experience
  - “My ASQ”
- Create value differentiation
  - Online Journal Access
  - Future B2B offerings



# Build community to drive engagement and retention

- Deploy the Small World community platform
  - Launch at WCQI
- Align marketing messages around community
  - Leverage themes across conferences, events, and programs
- Engage at the local level
  - Protects the social construct of ASQ
- Generate content
  - Through Divisions
- Provide a foundation for global engagement
  - Virtual communities can be established anywhere



# Grow Individual Membership

- Leverage new recruitment and retention campaigns
- Market smarter through the use of the data warehouse
- Launch Referral Program
  - End Trial Membership program

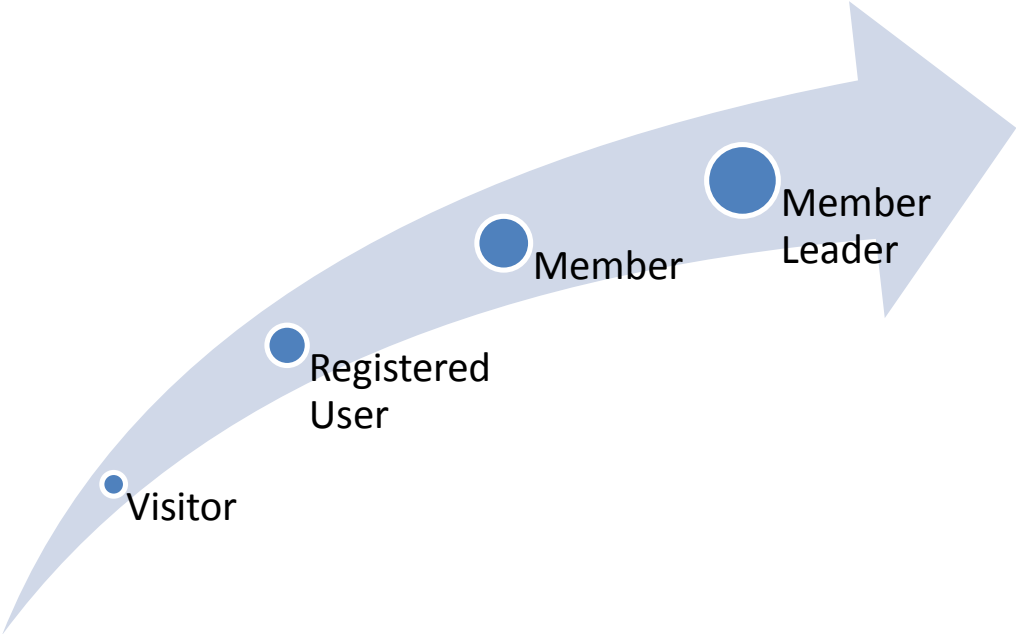


# Online Community Platform





# Member Journey



# Features and Functionality

## Social Engagement

- Profiles
- Directory
- Badges
- Comments, ratings, reviews, social sharing

## Personalization

- Integrated data source
- Constituent access
- Targeted content
- Recommendations

## Collaboration

- Group engagement
- Public, private, hidden
- Delegate management



# Features and Functionality

## Knowledge Sharing

- Collective wisdom
- Idea engine
- Drive discussion within community

## Mobilization

- Events
- Volunteer opportunities
- Feedback

## Automated Engagement

- Onboarding
- Notifications and subscriptions
- Personalization
- Milestone recognition



# Features and Functionality

## Multi-Channel Participation

- Mobile design
- Responsive design
- Reply by email
- Foreign languages

## Community Management

- Accessible
- Easy to use
- Spam prevention



# Looking Forward



# Next Steps

- Continue collaborative strategic planning
- Finalize staff structures to support each business
- Refine 2018 KSIIs and operational initiatives
- Launch businesses January 1, 2018





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Thank You.

**Questions?**