Journey of Change
Organizational Opportunity Assessment
Current Organizational Membership

Members declining: -9% average year to year

279 Organization Members – 48 Enterprise, 231 Corporate
(May, 2017)

Total # of Organization Members
Linear (Total # of Organization Members)
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

- Total # of Individual Members
- Linear (Total # of Individual Members)

2005 - 2017: Decrease in total number of individual members over time.
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
Deliver Next Generation of Value

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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

Visitor

Registered User

Member

Member Leader
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 KSIs and operational initiatives
• Launch businesses January 1, 2018
Thank You.

Questions?