

BEYOND BENEFITS

CREATING A CULTURE OF MEMBERSHIP

COLBY GOODMAN, MBAKS



BEYOND BENEFITS: CREATING A CULTURE OF MEMBERSHIP

CHALLENGE

WHAT DOES IT FEEL LIKE TO BE A MEMBER HERE?

WHAT IT'S NOT

- ***TELLING PEOPLE TO GET ENGAGED.***
- ***SIMPLY “BUILT”***
- ***COPIED***

MEMBERSHIP CULTURE

WHAT IT IS

***THE RESULT OF CONSISTENT VALUE AND
EMOTIONAL CONNECTION.***

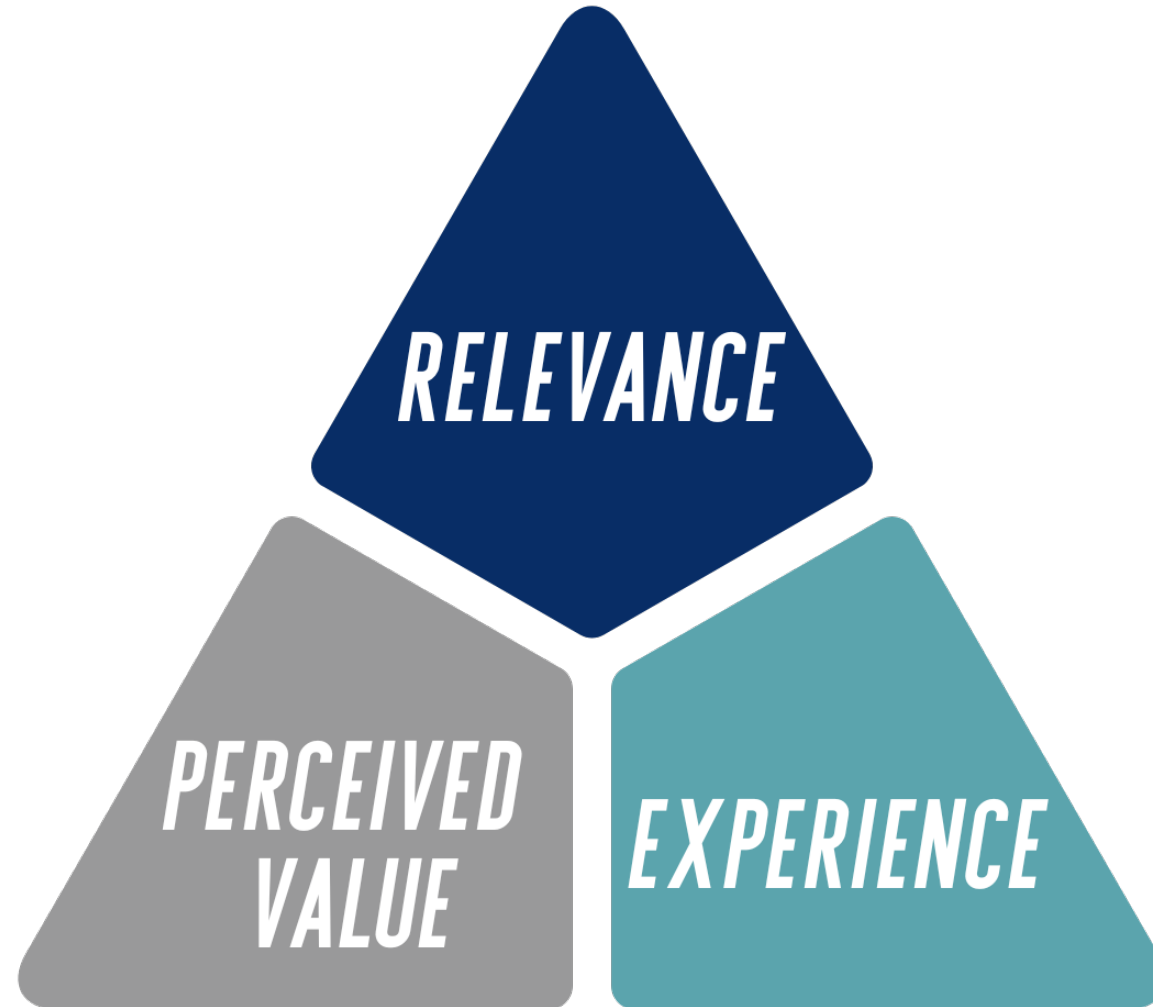
MEMBERSHIP CULTURE

FOUNDATIONS



MEMBERSHIP CULTURE

RELEVANCE IMPERATIVE™



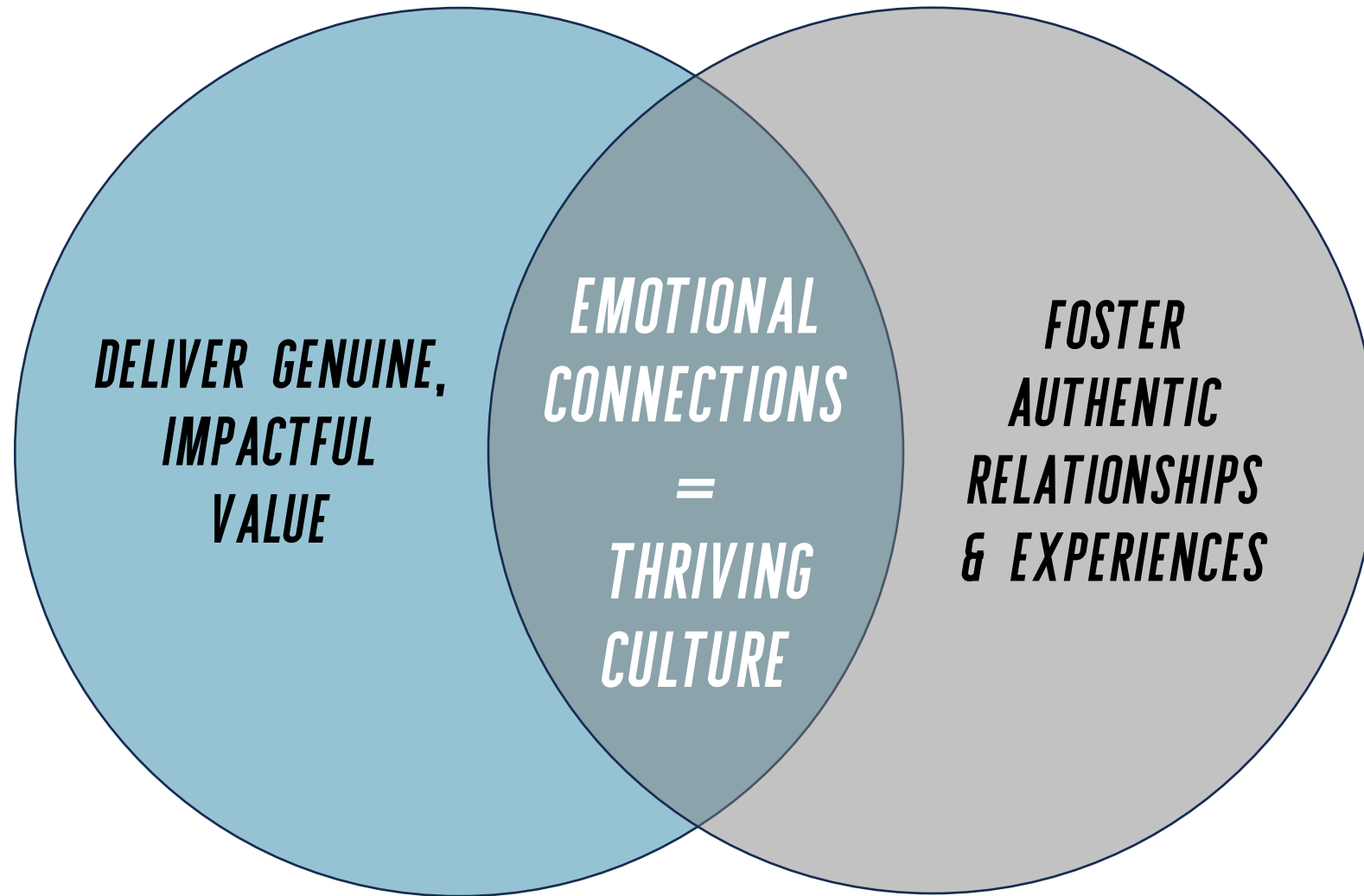
MEMBERSHIP CULTURE
PROCESS

RELEVANCE → *VALUE* → ***EXPERIENCE***

→ ***CULTURE***

MEMBERSHIP CULTURE

RESULT



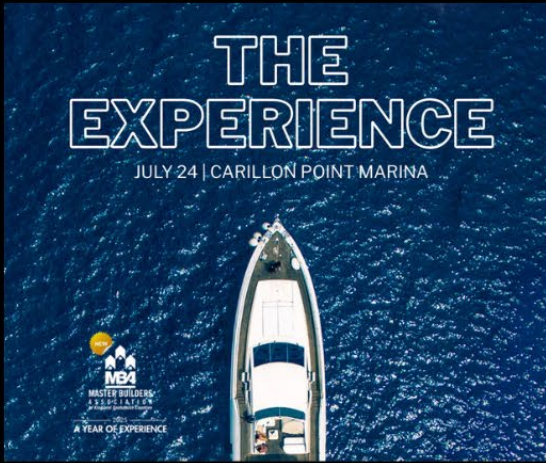
RELEVANCE

- *IS YOUR ASSOCIATION RELEVANT RIGHT NOW?*
- *GENERATIONAL CONSIDERATIONS ARE KEY*
- *QUESTIONS TO ASSESS RELEVANCE*

TIPS TO IMPROVE

- *SEGMENT PROGRAMS AND MESSAGING*
- *LISTEN TO MEMBER FEEDBACK*
- *REFLECT TODAY'S INDUSTRY AND LIFESTYLE CHANGES*

COMMUNICATING THE EXPERIENCE



SETTING THE EXPECTATION



The
Experience



PERCEIVED VALUE

- *VALUE IS IN THE EYE OF THE MEMBER*
- *CONTRAST: ACTUAL VS. PERCEIVED*
- *FRAMING, STORYTELLING, RECOGNITION*

TIPS TO BOOST

- *CELEBRATE WINS AND MILESTONES*
- *SHARE MEMBER IMPACT STORIES*
- *MAKE VALUE VISIBLE AND REPEATABLE*

PERSONAL EXPERIENCE

- *EMOTIONAL*
- *THEY STAY FOR HOW THEY FEEL*
- *SIMPLE GESTURES = BIG LOYALTY IMPACT*

TIPS TO IMPROVE

- *ALL MUST BE HUMAN-CENTERED*
- *STAFF ARE “EXPERIENCE DESIGNERS”*
- *CONSISTANT TOUCHPOINTS*

PURPOSEFUL WORDS

"A PLACE YOU WANT TO BE"

"UNIQUE, JUST LIKE YOU"

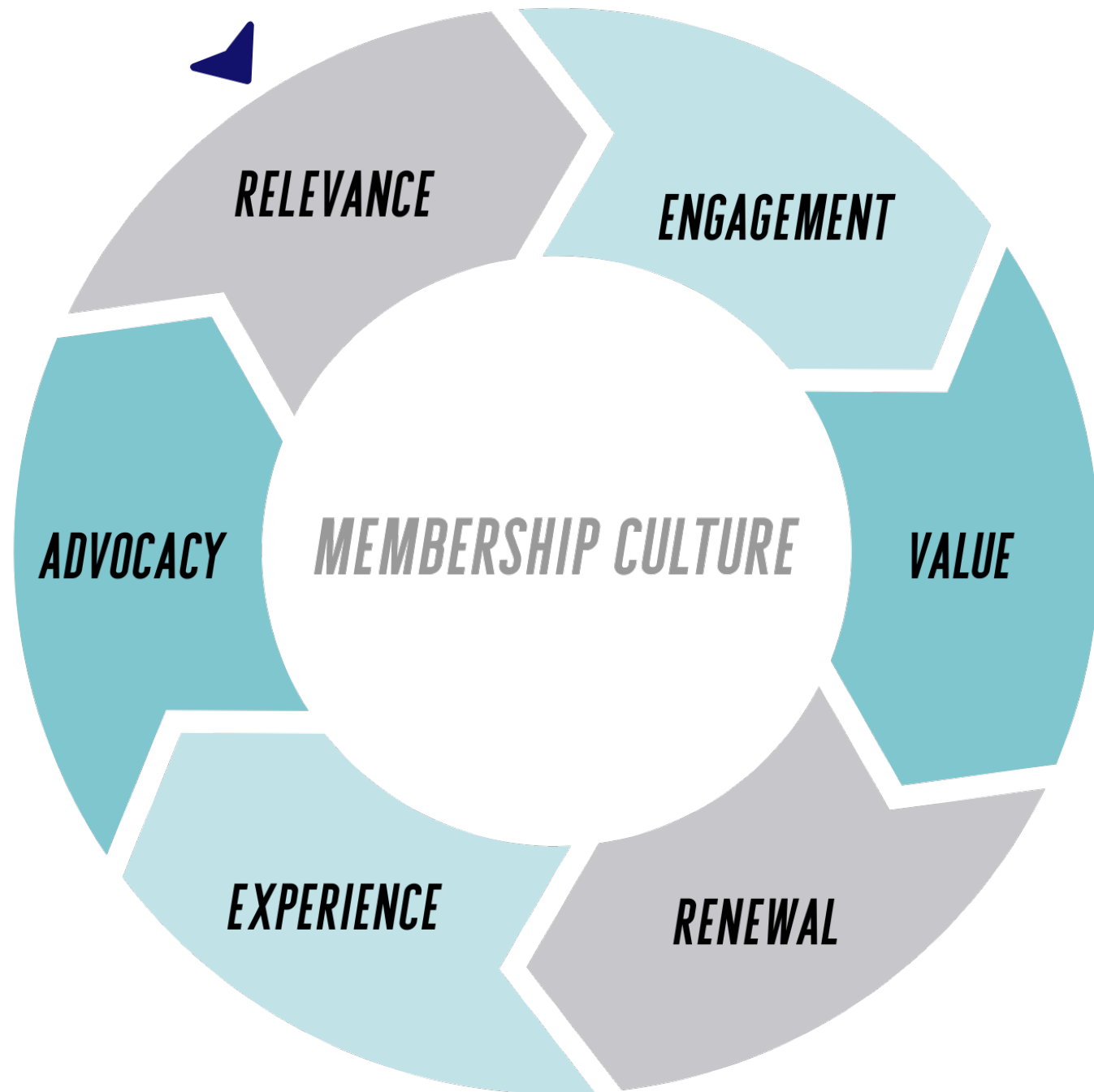
"WHERE YOU BELONG"

"THE TABLE IS SET - WILL YOU BE THERE?"

"GROW"

ELEMENTS OF MEMBERSHIP CULTURE

BRINGING IT ALL TOGETHER



QUESTION

WHERE DOES OUR CULTURE START?

WHAT DOES IT LOOK LIKE?

CULTURE IN ACTION



CULTURE IN ACTION



CULTURE IN ACTION



FINAL THOUGHT

***MEMBERSHIP IS NOT A TRANSACTION –
IT'S A RELATIONSHIP, IT'S A FEELING.***

FOR YOU

- ***RELEVANCE ASSESSMENT***
- ***COPY OF THIS PRESENTATION***

CONTACT

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