



BRIDGING HORIZONS

Connecting Ideas, Leaders, and Futures



Aligning Services to Member Needs

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Agenda

- The Importance of Alignment?
- Current Service Evaluation
- Member Feedback and Engagement
- Market and Industry Trends
- Innovation and New Services
- Profitability and Financial Viability
- Implementation and Evaluation

Why is alignment important?

- Impact to us
 - Immediate
 - Long-term
- For our members
 - Service level
 - Value

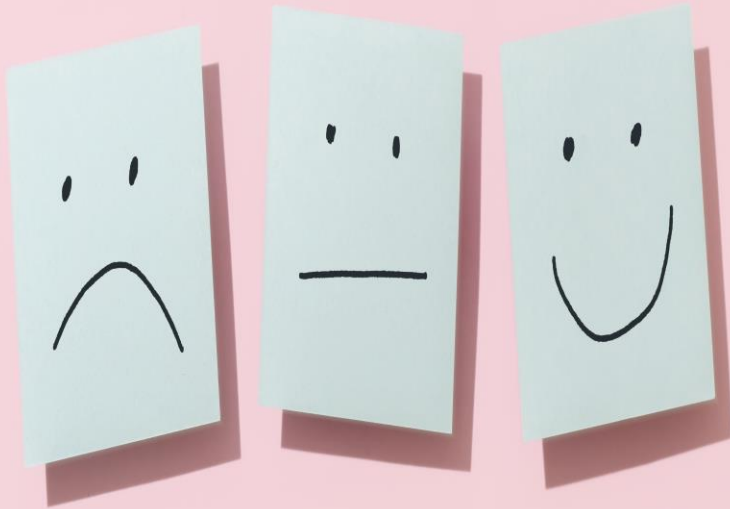


Current Service Evaluation

- How do we assess relevance?
 - What data do we need?
- Benchmarks: other organizations?
- What criteria have you used? Was it the right criteria?
- How do current processes work well? How can they be improved?



Member Feedback and Engagement



- How do we gather and analyze member feedback?
 - Engagement
 - Patterns
 - Anticipation
- What have you seen work well in getting relevant member input? What has not?
- What other member data have you used?

Market and Industry Trends

- How do we keep up?
- Do we want to keep up?
- How can we avoid being too trendy?
 - How do we know when it's time to jump on a trend?
 - What are the risks of embracing change too fast?

Innovation and New Services

- How can we foster a culture of innovation?
- How do we best leverage technology and AI in developing new services?
- What role do partnerships play?
- Have you conceived of a new service or adjusted one that succeeded? Failed?



Profitability and Financial Viability

- What financial metrics should we consider when evaluating the profitability of existing services?
 - Are there occasions where those metrics don't work?
- How have financial considerations affected your services?
- Cautionary tales of service modification or introduction that was costly or unsustainable



Implementation and Evaluation

- How do we get members on board with change?
- How do we monitor the impact of change?
- What have you done that has worked well? Poorly?