

Not for profit organisation increases its membership after launching new vision

Situation

- A not for profit industry association had developed a new vision for where it wanted to take the organisation to
- There was no plan of how this vision would be achieved
- It was recognised that a new website needed to be put in place to provide a more up to date image

Action

- Assessed current state so existing work could be built on
- Worked with a cross section of board and members to develop the key issues, strategies and actions that needed to be in place to make the vision come to life
- With the co chairs of the board developed a balanced scorecard to measure progress towards the vision and presented to the rest of the board
- Developed new board structure and roles and responsibilities to support the new ways of working for the board

Result

- Membership has increased by 40% since the implementation of the vision
- Events are consistently rated at 90% very good or excellent
- An association has emerged that is making a big difference to members
- Website reflects direction of association