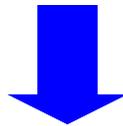


## VALUE PROPOSITION SCORECARD



OPERATIONAL SUPPORT

MEMBER SERVICES

REVENUE GENERATION

## How to Use the Value Proposition Scorecard

The Scorecard has three parts: The Credibility Profile, the Member Services Profile and the Scorecard itself. The Credibility Profile and the Member Services Profile are inputs to the Scorecard so complete them first.

### Credibility Profile

The Credibility Profile measures the influence and name recognition that your organization commands in its sector. A high score means that prospective members in your sector are likely aware of your organization and see it as a leader in the sector.

### Member Services Profile

The Member Services Profile measures the range of services that your organization offers to its members. A high score means that your members have a wide range of services to choose from and a strong opportunity for engagement.

### Value Proposition Scorecard

The Scorecard takes the results from the Credibility and Member Services profiles and gives you an overall score. A high score means that your organization has a strong value proposition. If this value is communicated effectively, you offer a compelling reason for membership that will support you in retaining members and attracting new ones.

## Credibility Profile

If your organization has considerable recognition and credibility in your sector, then the value proposition to your members is higher.

**Instructions:** Complete the table below and calculate your total credibility score.

- Is your organization ever mentioned in the press?
  - If frequently, score = 1
- Does your organization have any competition?
  - If zero or only one competitor, score = 1
- Does your organization control certification in your sector?
  - If yes, score = 3
- If not, does your organization play a role in the certification process?  
 i.e. providing continuing education credits, entry level education.
  - If yes, score = 1
- How well-known is your organization within your sector?
  - Low = 0, Medium = 2, High = 3
- How active is your organization in advocating or advising on issues that affect your members?
  - If active, score = 1

**Example:**

CREDIBILITY PROFILE				
METRIC	ASSESSMENT		SCORE	
PRESS ACTIVITY	FREQUENT	INFREQUENT	0/1	
FEWER THAN 2 COMPETITORS?	YES	NO	1/1	
CERTIFICATION GRANTOR?	YES	NO	0/3	
CERTIFICATION ROLE?	YES	NO	0/1	
BRAND RECOGNITION IN SECTOR	LOW	MEDIUM	HIGH	3/3
ACTIVE ISSUES MANAGEMENT?	YES	NO	0/1	
TOTAL SCORE			4/10	

**Exercise:**

CREDIBILITY PROFILE				
METRIC	ASSESSMENT		SCORE	
PRESS ACTIVITY	FREQUENT	INFREQUENT	/1	
FEWER THAN 2 COMPETITORS?	YES	NO	/1	
CERTIFICATION GRANTOR?	YES	NO	/3	
CERTIFICATION ROLE?	YES	NO	/1	
BRAND RECOGNITION IN SECTOR	LOW	MEDIUM	HIGH	/3
ACTIVE ISSUES MANAGEMENT?	YES	NO	/1	
TOTAL SCORE			/10	

## Member Services Profile

Your organization's value proposition is also influenced by the frequency with which your organization provides relevant education, information and opportunities for members to interact with each other.

### Instructions:

List the member services that you provide in each category, then calculate your score.

- In the first column list all of the **Professional Development** (educational) programs that your organization provides. These are programs that are at least 1/2 day in duration with an instructor, or the equivalent online.
  - ◆ Score = 1 point for each 1/2 day program.
- In the second column list the major **Events** that you host each year.
  - ◆ Score: 1-3 events per annum = 1; 4-7 = 2; 8-11 = 3; >11 = 4
- In the third column list all of the **Knowledge Products** that you provide to members. This means highly relevant, industry-specific communications or publications. i.e. sector updates, research, regulatory updates
  - ◆ Score: 1-3 KPs per annum = 1; 4-7 = 2; 8-11 = 3; >11 = 4
- Now total all three scores

### Example:

MEMBER SERVICES PROFILE		
PROFESSIONAL DEVELOPMENT	EVENTS	KNOWLEDGE PRODUCTS
Modelling course (1 day)	Awards gala & AGM	Industry update (1 p.a.)
	Golf tournament	
	Conference	
	Luncheons (12 p.a.)	
	Debate	
<b>SCORE: 2/4</b>	<b>SCORE: 4/4</b>	<b>SCORE: 1/4</b>
<b>TOTAL SCORE: 7/12</b>		

**Exercise:**

MEMBER SERVICES PROFILE		
PROFESSIONAL DEVELOPMENT	EVENTS	KNOWLEDGE PRODUCTS
SCORE: /4	SCORE: /4	SCORE: /4
TOTAL SCORE: /12		

## Value Proposition Scorecard

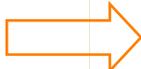
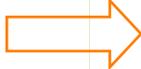
The next step is to score your organization's value proposition. How compelling is it? Are there any areas in where you can improve your value proposition? What would make it irresistible?

### Instructions:

1. In the first table, enter the scores from the last two exercises and total them.
2. Review the results from the last two exercises. Which scores are low? List the low scoring challenges in the first column of the second table.
3. In the second column, describe your ideal future beside each challenge. If there were no obstacles, what would your members services look like?

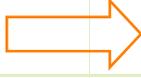
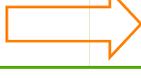
### Example:

VALUE PROPOSITION SCORECARD		
METRIC	POSSIBLE SCORE	ACTUAL SCORE
CREDIBILITY PROFILE	10	4
MEMBER SERVICES PROFILE	12	7
TOTAL SCORE	<b>22</b>	11

VALUE PROPOSITION CHALLENGES	IDEAL FUTURE
1 Limited knowledge products	 <ul style="list-style-type: none"> <li>◆ Monthly sector updates</li> </ul>
2 PD is OK but could be better	 <ul style="list-style-type: none"> <li>◆ 4 sector certification programs</li> </ul>
3 No issues management services for members	 <ul style="list-style-type: none"> <li>◆ 4 sector-specific committees</li> <li>◆ Strong relationships with regulators,</li> <li>◆ industry leaders in issues management</li> </ul>

**Exercise:**

VALUE PROPOSITION SCORECARD		
METRIC	POSSIBLE SCORE	ACTUAL SCORE
CREDIBILITY PROFILE	10	
PD, EVENTS & KP PROFILE	12	
TOTAL SCORE	22	

VALUE PROPOSITION CHALLENGES	IDEAL FUTURE
1	
2	
3	
4	
5	

## How irresistible is your value proposition?

### Do you have the right resources to deliver?

In our work with membership organizations we have observed that one of the defining differences between high performance organizations and others, is the power of their value proposition.

What we know about having an irresistible value proposition is that you need three things:

1. An accurate picture of what your members and prospects want
2. A concise, compelling statement of why a members should join your organization
3. The right resources to deliver on the value promised

### Would you like some help?

Kick your value proposition up a big notch with some help from Zzeem.



- We'll design and implement a professional member survey that gets you the answers to the *right* questions.
- We'll analyze your results against Randy Park's model and assess your sustainability rating.
- We'll help you to nail your value proposition in a way that resonates powerfully with your members.
- We'll help you optimize your existing resources to deliver on that value proposition.

## Contact us for more information:

☐ 410.5867 x.101      ☐ [erin@zzeem.com](mailto:erin@zzeem.com)      ☐ [www.zzeem.com](http://www.zzeem.com)

## Introduction to Zzeem

Zzeem provides [business resources](#), [consultation](#), [software](#), [website design and hosting](#) and [learning tools](#) for membership organizations.

For expert professional development, ask us about custom [training programs](#), [workshops](#) and revenue-generating [continuing education programs](#).

Short on in-house resources? We can leverage your existing team resources or we can build you a virtual [back office](#), and provide the team to staff it.

Searching for the professional edge that is known to drive winning service organizations? We can [coach your Board members and Leadership Teams](#) to success.

Whatever your size or budget, Zzeem has a custom, modular solution that is a perfect fit for your organization.

## What? You would rather do it yourself?

**Of course you can do it yourself...**

But why? We've got the system and you've got the specialized knowledge of your organization. We put your knowledge into our system and you get results - Quickly.



### What about costs?

We are so efficient and reasonably priced, you're better off giving the tedious work to us and catching up on that strategic work that you've been meaning to do but never seem to have time for.

All of our work is done on a fixed price basis so you know what it will cost before you start.

## What does Zzeem do?

### Powerful Member Attraction & Retention

- ❑ Create an Irresistible Member Value Proposition
- ❑ Attract and Retain Members with a Turnkey System

### Higher Non-Dues Revenue

- ❑ Expand Your Sources of Revenue with New Strategies and Programs
- ❑ Create a Compelling Sponsor Value Proposition
- ❑ Attract and Retain Sponsors with a Turnkey System

### Sustainability

- ❑ Develop a Sustainability Strategy and Action Plan

### Operational Support

#### *MANAGED SERVICES –FOR ORGANIZATIONS WITH A SMALL STAFF AND \$1-3 MILLION IN REVENUE*

- ❑ Customized administrative and professional monthly service packages that support your team and fill in the gaps in your staffing—delivered by a team of experts

#### *ASSOCIATION MANAGEMENT—FOR SMALLER ORGANIZATIONS WITH NO STAFF*

- ❑ Highly professional and utterly reliable back office support that allows your volunteer board to focus on governance

## Here's what our clients say about us:

*"We totally restructured our association in the past 24 months. Early in that process, I brought on Zzeem as a partner – that's how I see Zzeem, as a partner, not a service provider... Now, we could comfortably double our membership size and not add any staff or infrastructure and still be fully functional. Zzeem has the right skill set, strong organizational skills, and the background in non-profits that we need. I can honestly say there is nothing I'd ask Zzeem to do differently."*

*"Zzeem's quality of service is off the charts. Zzeem is a group of expert consultants dedicated to making not-for-profits thrive. The intellectual caliber of the partners enables them to give strategic advice usually not available to volunteer boards, at least not at a reasonable rate. I recommend Zzeem to any organization looking for sophisticated advice above and beyond routine service support..."*

[more...](#)

## ...more from our clients...

*"Unlike most other association management providers, Zzeem has an outstanding back office with a team that's large enough to ensure nothing falls through the cracks when someone is busy or away from the office. They anticipate our needs and address them before we even have to ask...I'd...recommend Zzeem to any organization looking for utterly reliable back-office support"*

*"Zzeem ensures that we're running our business properly in every sense of the word. They play a vital role in our strategic efforts, going far beyond what we ask of them. Zzeem is the perfect association management firm for a not-for-profit with an all-volunteer board that needs a provider truly dedicated to their success."*

**LET US HELP YOU TO DO MORE, IN A BETTER WAY FOR THE PEOPLE YOU SERVE**

☐ **416.410.5867 x.101**

☐ **erin@zzeem.com**

☐ **www.zzeem.com**

