

Sharing Our Success (SOS) Submission Form

Chapter Name:	Kansas City
Chapter Membership Size:	Large (250+)
Chapter Contact Person:	Shawn Foley
Email Address:	shawn@foleyworks.com
Phone Number:	
Chapter Board Position:	SIG Leader
Chapter Website URL:	https://tdkc.org/
Submission Title:	Small Business Engagement
What did you do? (a 2-3 sentence summary of your effort):	Created a SIG for Consultants, Advisors, Coaches, Entrepreneurs, and Small Business Owners and/or folks considering these ATD career pathways
Who benefitted from this effort (Target Audience) Check all that apply:	☐ Chapter Members ☐ Board Members ☐ Chapter Volunteers ☐ Chapter Partners ☐ Potential Chapter Members ☐ Non-Chapter Members ☐ Consultants ☐ Other: Teachers looking to become instructional designs and others looking for a career pivot.
Why did you do it? What chapter needs were addressed?	I created a community for people who felt marginalized and underserved. This has allowed our chapter to recruit and attract new members as well as keep existing members - top & bottom line growth. This has increased our reach and member engagement, has served the needs of small business in new ways, and is currently a top interest area as of our 2025 membership survey.

What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)

1. Engaged 72 unique participants since inception in 2025.
 2. Attracted close to 40 new members as of 2026 (18 months) - roughly two members (\$200.00) per month and up to \$4,000.00 total revenue generation.
 3. Coordinated and collaborated with St. Louis, Houston, and South Florida chapters for inter-regional reach.
 4. Hosted one session a month since 2025 - 12 per year, 9 virtual and 4 in person.
 5. Created 8 white papers, tips, tricks, and checklists for members on multiple topics important to small business including Artificial Intelligence, Work-Life Balance, Leveraging Chambers of Commerce, Transitioning & Positioning, Lead Generation, Current L&D Themes, Staying Relevant in Changing Times, Developing People etc.,
 6. Hosted 232 total participants across all 18 SIG sessions -- and engaged in the membership seen from our repeat attendance numbers - 40 participants have attended sessions more than once; 23 attended more than twice; and over 15 attended three times or more.
 7. Created a Consultant Directory to provide additional publicity for small business and solopreneurs within the chapter.
 8. Created a process with our Finance Team creating a Financial Waiver for Chapter Membership Dues - This process is new this year as of February 2026 and is for those who are struggling or have been furloughed or laid off and have been active in the past. If this support is needed it is available to you free of charge. I will get you the process and you can apply through official channels.
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**What steps did you take to implement this effort?
(Remember that other chapter leaders will use this to replicate the effort. Be specific)**

1. We first conducted a needs analysis in 2021 - surveying existing members in person
 2. We found allies that were also interested and created an initial three-person team to work together and create the SIG
 3. We created a SIG charter and a governance structure which I will share.
 4. We sought board approval in late 2024.
 5. We created a standard process for meetings and events detailed in the SIG Charter & Gov Structure
 6. We advertised on our website, through Wild Apricot, and LinkedIn to attract support, attendees, and engagement.
 7. We met virtually and in-person to satisfy a diverse audience.
 8. We took notes when we were virtual and created white papers from our work together to share back with anyone interested - this has kept folks engaged even when they were unable to meet with us.
 9. We continued to check-in every six months to ensure we were meeting the SIG members' needs.
 10. We created a list of things that members wanted from ATD and ATD KC delivered.
 11. We stayed focused and loose for flexibility.
 12. We had fun.
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Is there anything you would do differently?

We are consistently look to improve and are always doing things differently. At this time the processes and the structure we have in play is working well. One thing we are looking at next is a conference for the SIG that also engages area businesses. However, this is more of a "next" thing than a current state.

FYI -- Work began in March of 2024 with a soft launch in September 2024. That said, the SIG wasn't fully functional until January of 2025 - that is when we had fully completed the Needs Analysis and were more to business as usual.

Note: The "estimated hours spent" question below is tricky ... we had three members collaborating to set everything up and that + meetings held in 2024 was around 100 hours. Then, maybe 100 hours per year - including meetings work etc., until June 2026 ... so between 250 and 300 hours maybe? I am not sure the time we spent would translate and each chapter likely needs to review this individually based upon their unique variables.

When did you start working on this effort?

Mar 01, 2024

When did this effort go live?

Sep 01, 2024

Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.

250

What resources did you use? Check all that apply:

Volunteers
ATD Resources
Other: Mostly volunteer time, Wild Apricot, and Zoom ... we met in person in public spaces that were available at zero cost. We had guidance from the Board and support from Kathy Woodard in membership with promotions. And we have a production manager, Kendall, who supports Zoom virtual meetings, breakout groups etc.,

How many volunteers were you able to recruit?

So far, I have had help from two volunteers per year, or six people total that supported the efforts in various ways.

Select the ATD resources you used. Select all that apply:

Other: Wild Apricot & Zoom

Do you have any additional insights to share with other chapters implementing this effort?

This is an intentional and strategic vision to be inclusive of non-salaried learning professionals and practitioners who own are entrepreneurs and/or own their own learning or organizational change companies or are fractional leaders or solopreneurs. They are a different audience and so this should likely be led by someone from that group. Chapters need to determine if engaging small business members as a special interest group aligns with their vision, mission, and local strategy for ATD.

Please attach any documents that help support this submission. It is highly encouraged to submit editable files (ex. Word, Excel, etc): (additional documents and documents over 2MB should be sent to sos@td.org)

<https://www.formstack.com/admin/download/file/19691216757>

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How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:

Chapter Leader

Would you be willing to apply to present on this submission at the ATD Chapter Leaders Conference (ALC)? *Request for Proposals (RFPs) open in October of each year at td.org/alc. Selected session facilitators receive complimentary registration.

Yes

email_consent

true
