

ALC 2018

 CHAPTER LEADERS CONFERENCE
MAXIMIZE • OPTIMIZE • THRIVE

Formula for Transforming Your Chapter: Strategic Planning + ALC Learning + Continuous Improvement Practices



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President
Hawaii Chapter



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VP of Events
Hawaii Chapter



Business Card Poker



1. Trade cards with 5 people



2. Get to know a little about them



3. Sit at a table with someone you met



4. Keep business cards for post-ALC networking



5. Combine all cards at the table for the best hand



6. Best hand wins prizes for everyone at the table!

A vibrant tropical beach scene. In the foreground, golden sand meets gentle waves with white foam. The ocean is a clear, bright blue. In the background, lush green mountains rise against a clear sky. A double rainbow arches across the sky, with its base on the water. The text "E Komo Mai (Welcome)" is overlaid on the right side of the image.

E Komo Mai
(Welcome)

Poker Hand Rankings



#1 ROYAL FLUSH



#6 STRAIGHT



#2 STRAIGHT FLUSH



#7 THREE OF A KIND



#3 FOUR OF A KIND



#8 TWO PAIR



#4 FULL HOUSE



#9 ONE PAIR

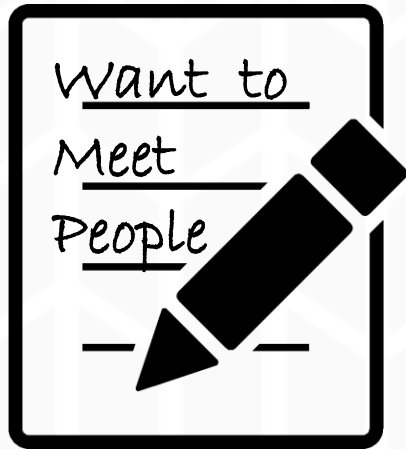


#5 FLUSH



#10 HIGH CARD

Business Card Poker – Why?



Survey

+



Observation

+



Strategic Opportunity



The Big Idea

You can change your chapter's current reality if you implement a **strategic plan!**



Learning Objectives



Apply a practical framework
for your strategic planning

Adopt a "continuous improvement" mindset
to transform your chapter

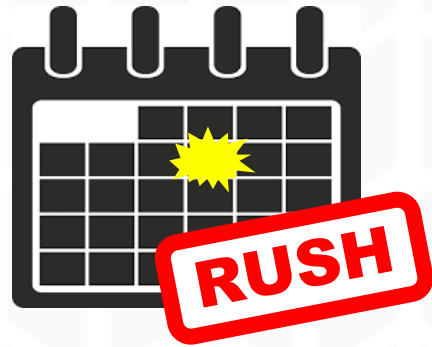
Identify best practices
at this ALC to take back to your chapter

Before Condition - Cause



Lack of Strategy!

Before Condition - Effects



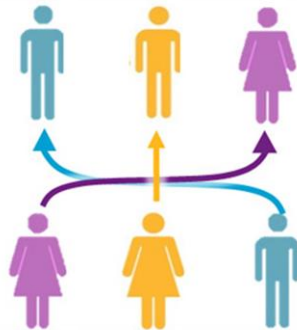
**Last-Minute
Event Planning**



Attendance



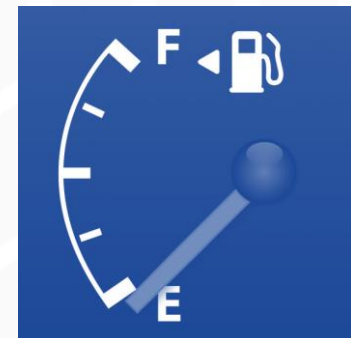
**Membership
Lapsing**



**Hard to Get
Board Members**



**What is
"Success"?!**



**Board
Burn Out**

Pre-ALC Planning





WOW Your Members by **Planning an Entire Year** of Programs
Thank you, Bay Colonies!



How to **Reorganize** & Revitalize Your Chapter to Achieve Results
Thank you, Central PA!



Engagement **Strategies** for Membership Retention
Thank you, Metro DC!





Running Your Chapter Like a **Business**
Thank you, Maryland/NAC!



Chapter Health Dashboards for Dummies
Thank you, Cascadia!





Growing **Strategic** Partnerships: Leveraging Sponsors...
Thank you, Greater Atlanta!





#alcwherehaveyoubeenallmylife

Strategic Planning: Practical Framework

CORE IDEOLOGY

Core Values: *What are our deepest ingrained principles that guide all of our behaviors and actions?*

- **Lifelong Learning & Self Development:**
We believe in ongoing growth to better ourselves personally and professionally
- **Power of Community & Relationships:**
We believe we can learn more and achieve more through collaboration
- **Spirit of Continuous Improvement:**
We believe in continuously enhancing the experience of and increasing our value for our members



• **Global Well-being:**
We believe in learning from and supporting our members, local and global.

Mission:
To...
know...
effe...

Vision:
Elevating the...
influencing positive change in the organization and in life.

SWOT ANALYSIS

Strengths: *How to leverage our strengths?*

- 1) Passionate, dedicated board
- 2) Strong national brand/reputation
- 3) Monthly, well received events
- 4) Loyal, core membership
- 5) Financially stable
- 6) ATD national support

Weaknesses: *How to reduce weaknesses?*

- 1) Board sta...
- 2) Lack of s...

causing:

- Delaye...
- High n...

- 3) Lack of f...

end and fro...
other new t...



Opportunities:

- 1) Take...
- 2) Dive...
- 3) Strat...
- 4) Market innovatively for improved reach
- 5) Design purposeful and engaging volunteering opportunities for our members
- 6) Increase opportunities for networking and developing relationships
- 7) Provide program content that mindfully balances global insights, local culture/context, and Hawai'i values.

Threats: *How to defend against threats?*

- 1) Board health: morale, dynamics, burnout
- 2) Board succession
- 3) Other similar, competing organizations
- 4) Member's lack of time to come to events
- 5) Other learning avenues

Agreed on our current reality

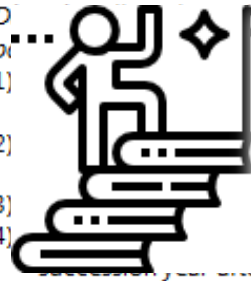
Committed to who we are & what we stand for

KEY FOCUS AREAS (Next 2 years)

What do we want to be in 2 years? (impacts...)

- 1) ...
- 2) ...
- 3) ...
- 4) ...

Decided on focus for the next 2 years



INITIATIVES (2018)

What will we focus on in 2018 to achieve Key Focus Areas by the end of 2018?

- 1) Field T...
- 2) Behin...
- 3) Coffe...
- 4) Pau H...

Generated 2018 Initiatives



PRIORITY OBJECTIVES (Quarterly)

What activities to focus on quarterly & how to measure success?

Category	Priority Q1 Objective #1	Lead
Field Trip	...	Val
Behind-the-Wheel	...	Makana
Coffee MeetUp	...	Val
Pau Hana	...	Melissa



Priorit	Lead
• Define "mutually (what kind of part...)	Jerome/Christy
• Identify compa...	...

Generated Q1 Priority Objectives

• Resea...	Lou
• Define what's needed	Tanya

What We Did: SWOT Analysis



Activity: Your SWOT Analysis

STRENGTHS:



Come up with **Weaknesses** & **Opportunities** with your chapter group or others

WEAKNESSES:



-
-
-
-
-

OPPORTUNITIES:








-
-
-
-
-

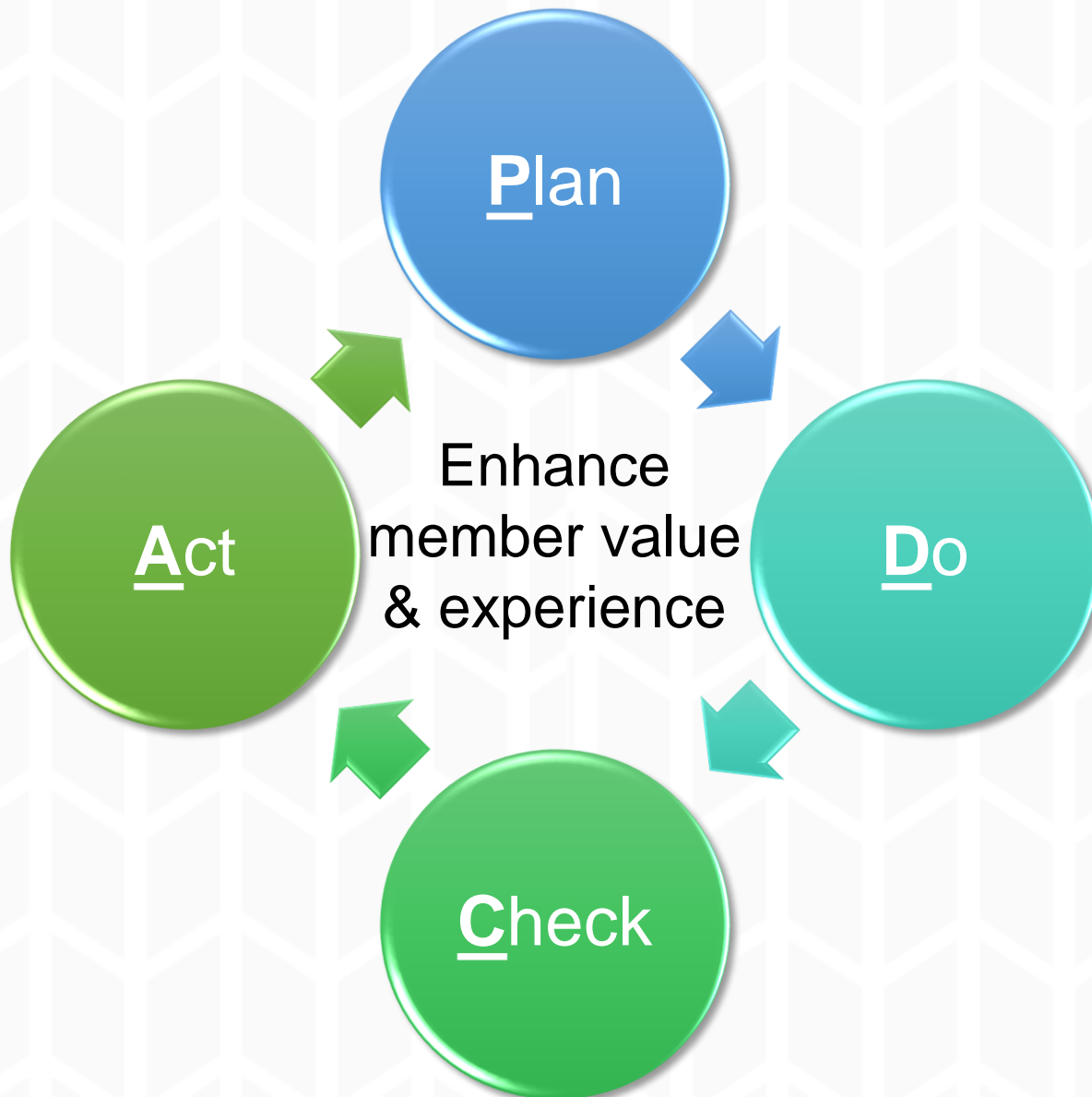
THREATS:



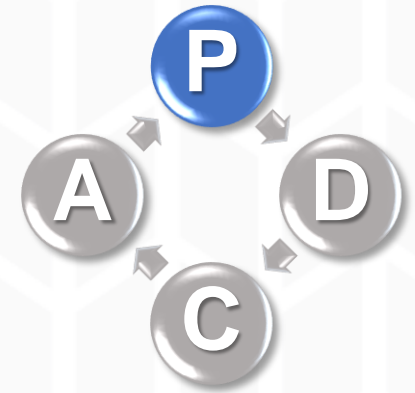
Strategic Connection: SWOT → 2-Year Focus

CORE IDEOLOGY	SWOT ANALYSIS	KEY FOCUS AREAS (Next 2 years)						
<p>Core Values: <i>What are our deepest ingrained <u>principles</u> that guide all of our behaviors and actions?</i></p> <p>Purpose: <i>Why is this work important?</i></p> <ul style="list-style-type: none"> • Organization Purpose • Individual Role Purpose <p>Mission: <i>Why do we exist?</i></p> <p>Vision: <i>What would it look like if we were to achieve our Mission?</i></p>	<div style="border: 2px dashed green; border-radius: 25px; padding: 10px;"> <p style="text-align: center; font-size: 2em; color: green; margin: 0;">SWOT</p> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="width: 20%; text-align: center;">  </div> <div style="width: 75%;"> <p>STRENGTHS How to maximize?</p> </div> </div> <div style="display: flex; justify-content: space-between; align-items: flex-start; margin-top: 10px;"> <div style="width: 20%; text-align: center;">  </div> <div style="width: 75%;"> <p>WEAKNESSES How to reduce?</p> </div> </div> <div style="display: flex; justify-content: space-between; align-items: flex-start; margin-top: 10px;"> <div style="width: 20%; text-align: center;">  </div> <div style="width: 75%;"> <p>OPPORTUNITIES How to take advantage?</p> </div> </div> <div style="display: flex; justify-content: space-between; align-items: flex-start; margin-top: 10px;"> <div style="width: 20%; text-align: center;">  </div> <div style="width: 75%;"> <p>THREATS How to mitigate?</p> </div> </div> </div>	<div style="border: 2px dashed green; border-radius: 25px; padding: 10px; margin-bottom: 10px;"> <p style="text-align: center; font-size: 2em; color: green; margin: 0;">2-Year Key Focus Areas</p>  </div> <p>INITIATIVES (2018)</p> <p><i>What will we work on in 2018 to achieve Key Focus Areas by the end of 2019?</i></p> <hr/> <p>PRIORITY OBJECTIVES (Quarterly)</p> <p><i>What activities to focus on quarterly & how to measure success?</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Category</th> <th style="width: 33%;">Priority Q1 Objective #1</th> <th style="width: 33%;">Lead</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Category	Priority Q1 Objective #1	Lead			
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Continuous Improvement (CI) Mindset: PDCA Cycle



PDCA - Kano Model



Expected







Satisfier



Delighter

- Analyzes **customer requirements**
- Categorizes each requirement's **level of satisfaction**
- Helps to truly **delight your customers**

PDCA - Kano Model using House Example

Classification	House (1940)	House (2018)
<p>Expected: </p> <p>Mandatory requirements or “must be’s”</p>	<ul style="list-style-type: none"> • Roof • Foundation • Windows 	<ul style="list-style-type: none"> • Roof, foundation, windows • Insulation • Code Construction • Electricity and plumbing • Washer/dryer • Garbage disposal
<p>Satisfiers: </p> <p>Variable requirements or “more is better”</p>	<ul style="list-style-type: none"> • Insulation • Code construction • Electricity • Plumbing 	<ul style="list-style-type: none"> • AC • Dishwasher • Stainless steel appliances • Garage • Energy efficient
<p>Delighters: </p> <p>Dormant requirements; creates a “WOW!”</p>	<ul style="list-style-type: none"> • AC • Dishwasher • Washer/dryer 	<ul style="list-style-type: none"> • Landscaping • House alarm • Central air • AI installed • Ocean view 

PDCA - Kano Model Activity



EXPECTED

- Hassle-free registration
-
-
-
-

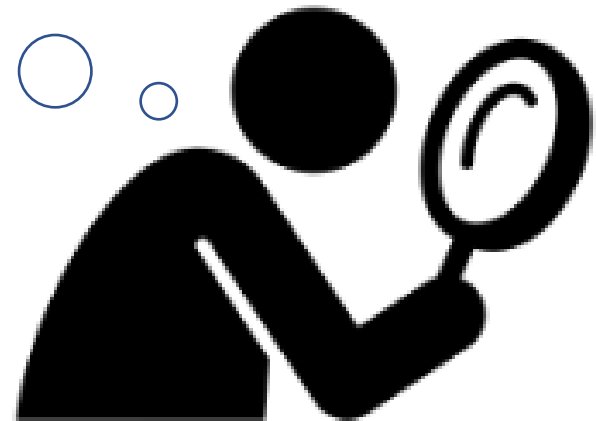
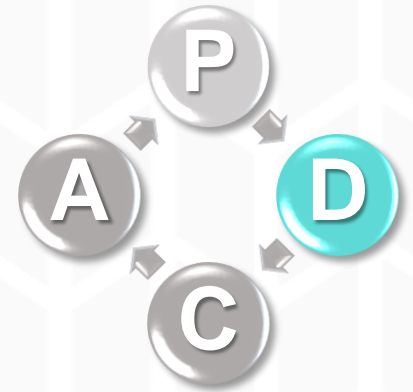
SATISFIERS

- Useful learning as advertised
-
-
-
-

DELIGHTERS

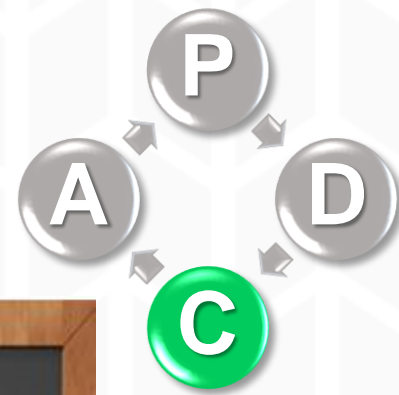
- Meaningful professional connection
-
-
-
-





PDCA: Execute the Event



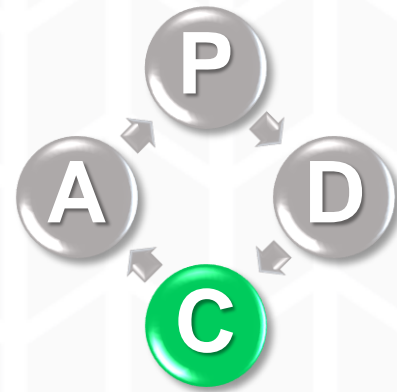
Importance of
methodical observation

PDCA - Start-Stop-Continue-Improve

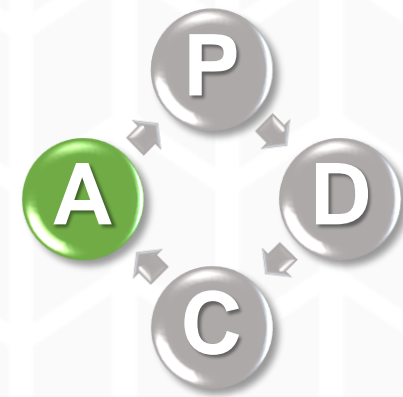


START	STOP
<p><i>What do you want to start doing?</i></p> 	<p><i>What do you want to stop doing?</i></p> 
CONTINUE	IMPROVE
<p><i>What do you want to continue doing?</i></p> 	<p><i>What do you want to improve?</i></p> 

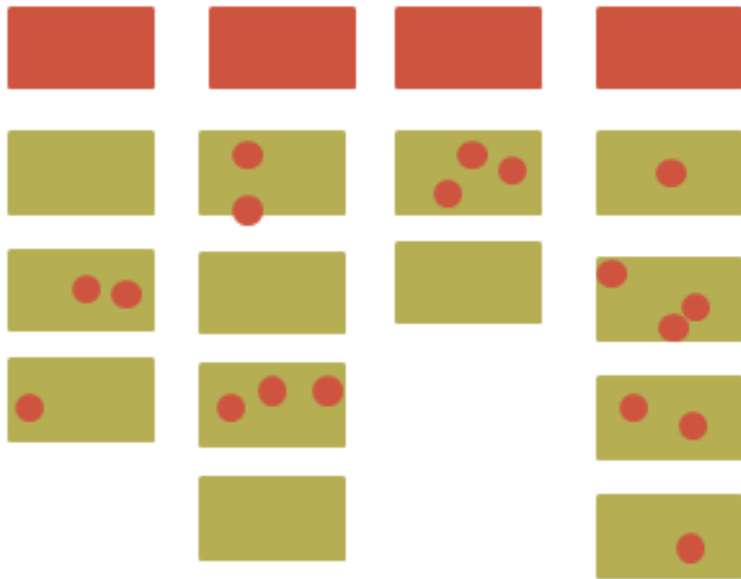
PDCA - Use Kano /SSCI Together






PDCA - Now, Make it Actionable!

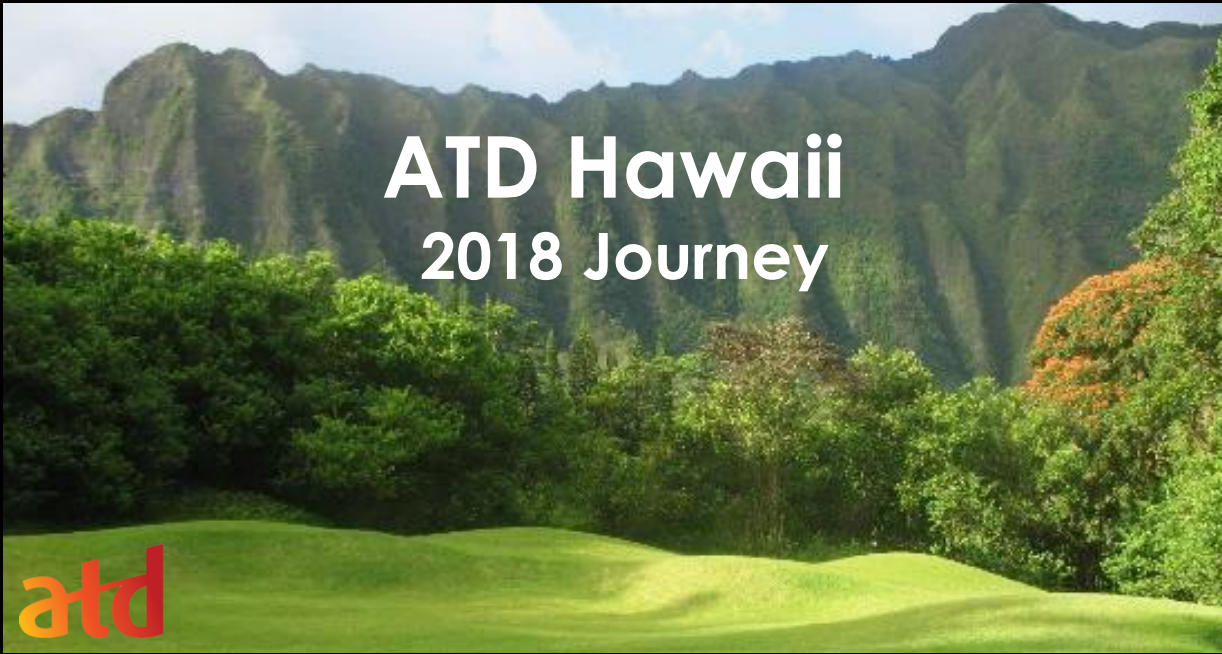


Prioritize



Actions

Task	Responsible	Due Date
	Lou	2/25
	Melissa	3/1
	Makana	2/15



ATD Hawaii 2018 Journey

atd



Activity: ALC 2018 Planning

Which sessions will you go to?



RECAP: Formula for Success =

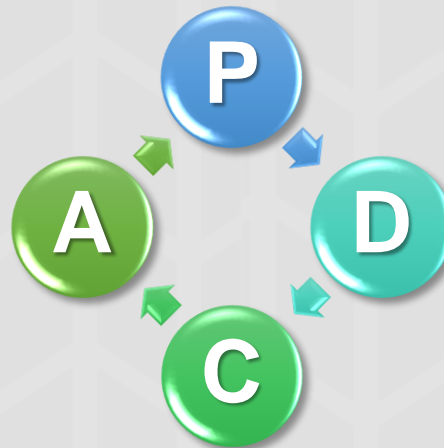
**Practical
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**“Continuous
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**Best
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ALOHA

Let's Keep in Touch!



Ai



Makana



Mahalo
(Thank you)