

## Sharing Our Success (SOS) Submission Form

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**Chapter Name:** Southeastern Wisconsin

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**Chapter Membership Size:** Medium (101-299)

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**Chapter Contact Person:** Colin Hahn

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**Phone Number:** (414) 897-6174

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**Chapter Board Position:** President

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**Chapter Website URL:** <https://sewi-atd.org/>

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**Submission Title:** Defining Chapter Strategy Through market Landscape Analysis

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**What did you do? (a 2-3 sentence summary of your effort):** The chapter worked on the value proposition of the different pillars of the chapter to help with setting chapter strategy.

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**Who benefitted from this effort (Target Audience) Check all that apply:**

- Chapter Members
- Board Members
- Chapter Volunteers
- Chapter Sponsors
- Chapter Partners
- Potential Chapter Members
- Non-Chapter Members
- Consultants

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**Why did you do it? What chapter needs were addressed?** There are a lot of organizations that provide professional development or talent development resources. We needed to differentiate ourselves so we could clearly articulate why someone should choose to be a member of our organization rather than (or in addition to) other organizations.

The lack of clarity around our differentiation resulted in problems communicating to our core audiences (who is our core audience? how do we avoid trying to be everything to everyone and losing our unique voice?). We also struggled with prioritizing our limited volunteer time; without a clear guiding purpose that differentiated us competitively, it was too easy to say yes to ideas that sounded good even if it took us away from our core value proposition.

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| <p><b>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.)</b></p> | <p>Hard outcomes are still in progress; we expect this effort to positively influence member retention and acquisition, sponsor retention/acquisition, joint membership, and volunteer recruiting.</p> <p>Immediatly after this initiative, we are seeing soft outcomes around volunteer work and alignment: we are saying no to work that does not contribute to our core pillars and prioritizing work that drives these pillars. we are also seeing improved communication alignment; we have the consistent language to describe our chapter across our member communication, sponsor and partner outreach, and internal board discussion.</p> |
| <p><b>What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)</b></p>  | <p>We mapped the current market by listing other players and key attributes and scoring each player on the various attributes. We used this data to uncover "table takes" for the market as well as a way for us to differentiate ourselves, and we synthesized those insights into strategies pillars that we could use to communicate with our internal and external stakeholders. The process is detailed in the attached documents.</p>  |
| <p><b>Is there anything you would do differently?</b></p>   | <p>As our strategic planning session, when we generated language around our pillars, we needed a little more tie when we realized that the "early-career leadership" pillar wasn't quite framed right. The more general point is to give enough time for your chapter's pillars to iterate as you work through the language.</p> <p>We ould have benefited from the sample headlines or vivid descriptors o start out work on how we take about our pillars; it looks a few iterations to get the groups at the right level of detail.</p>   |
| <p><b>When did you start working on this effort?</b></p>  | <p>Jul 01, 2021</p>  |
| <p><b>When did this effort go live?</b></p>   | <p>Sep 28, 2021</p>  |
| <p><b>Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.</b></p>  | <p>10</p>  |
| <p><b>What resources did you use? Check all that apply:</b></p>   | <p>Board Members</p>   |
| <p><b>Which board positions were involved in the effort?</b></p>  | <p>All board members at two board meetings and then culminated in our annual half day strategic planning session.</p>  |

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

One of the cool things that came out of this exercise was a better understanding of how our chapter can complement other organizations. it's easy to think that your local SHRM chapter or other talent development organizations like Executive Learning Exchange are purely competitors. We discovered ways to position ourselves so that these organizations offer complimentary services, so we can collaborate instead of having to think of how to "take" members from one organization in order to strengthen our own.

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

Chapter Leader  
ATD Chapter Leaders Conference (ALC)  
National Advisors for Chapters (NAC)  
NAC Area Call

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

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Yes