

Seven Measures of Success

A National and Chapter Association Perspective

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Baseline: Where do you stand?

- Before you know where you can go, you need to know where you are.

- Seven Measures answered the question for ABC National.



National Perspective

- ASAE selects ABC National as one of the control “good” organizations for 7 Measures.
- ABC is motivated to go to the next level, and create a “remarkable” national association.



ASAE, Can You Help?

- ASAE/The Center collaborated with ABC to set up ABC as beta test for 7 Measures template for other associations.
- Goal: Learn why ABC National isn't remarkable...and what it will take to get there.



The Process

- Survey on Seven Measures – How is National ABC doing on each measure?
- Think Tank – 72 Participants, facilitated by ASAE.
- Assessment Tool – to be developed with ASAE to measure progress



Survey

- “Customer Service Culture” is “low hanging fruit.”
- “Dialogue and Engagement” also easy to improve.
- “Organizational Adaptability” and “Data Driven Strategies” the most challenging.



What's Happening

- ABC will re-examine alignment of mission, vision and BHAG (unexpected confusion.)
- Create a culture of data collection and research and development.
- Enhance communication and dialogue (focus on customer service to chapters).
- Develop and implement assessment methods with ASAE.



Aha's

- Confusion over mission, vision and BHAG.
- Large national assn., but no research \$\$.
- Not nearly enough data collection – no formalized surveying process.
- Value of good surveys is HUGE.



Local Approach – ABC MA Chapter

- “Good to Great” and “7 Measures” guide chapter planning process



“Great” Chapter Planning

- Chapter planning process uses Good to Great as major theme – better known and understood than 7 Measures.
- 7 Measures used as underlying backdrop.
(Summary and cheat sheet used by attendees)



Chapter Planning Process

- Planning team identified major themes:
 - Members and Mission
 - Commitment to Service
 - Ongoing Data Collection



Chapter Planning Process

- 35 volunteer leaders, members and staff assemble for 2 day (noon – noon) planning session with professional facilitator.
- Good to Great/7 Measures applied to Chapter's 4 main focus areas: Government, Image, Membership, Training.
- Day One – Ideas/Day Two - Action



Chapter Planning Process

- Small groups develop two best ideas in each focus area.
- Large group votes for top idea in each area.
- Small “action” groups then develop an action plan for each top idea. ONLY 4!
- Action plan defines how each idea moves Chapter from “Good to Great.”



Chapter Planning Process

- Focused effort to limit priorities. Less is more.
- Over-arching priority – Chapter Survey
 - We need to know how our members/customers think we are doing.
 - Group voted to add fifth priority – Survey



Major Aha - Data

- Data is key, and we don't have enough.
- The membership survey that came from the "Good to Great/7 Measures" planning was the most valuable result.
- Survey is the basis for current 2009 planning.



Other Aha's

- The enemy of "Good to Great" and "7 Measures" is trying to do too much.
- ABC MA initiatives most often fail from lack of accountability and tracking – Tracking sheets and monthly conference calls used.
- Members appreciate being asked their opinion, but ask the right way (professional surveys).
- Young members need the "Why?"
- Members want to know what assn. is doing, but make it easy – headlines, summaries.



Take the Journey....

- Jim Collins looked for “barking dogs” in association research – what sets apart great organizations from good ones.
- Seven Measures will help you find your “barking dogs.”
- A good place to start is surveying your members.
- As we’ve found, it can be the basis for ongoing organizational improvements....

