

Go to www.menti.com and use the code



On a scale of 1 to sexy, how do you feel about data?



0

JT's Got Nothing on Data

0

There's a Spark but no Flame

0

I'd Rather get a Root Canal than Read a Spreadsheet



Slide is not active

Activate

19



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE

How I Became A Data Convert:

**BETTER DECISION MAKING
WITH DATA**

Britt Delo, **Director of Membership**
Caroline Monahan, **Director of Marketing &
Communications**
Jodi Owczarski, **Vice President**


 WEST COAST CHAMBER

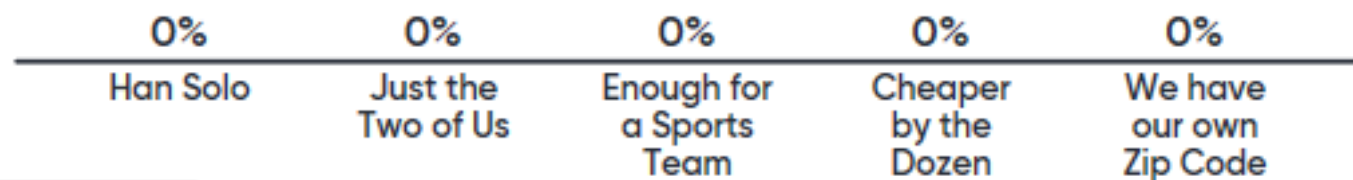
- Location: Holland, Michigan
- Members: 1200+
- Staff Members: 8
- 2018 Michigan Chamber of the Year
- 5-star Accredited



Go to www.menti.com and use the code **46 59 49**



How many employees are on your team?



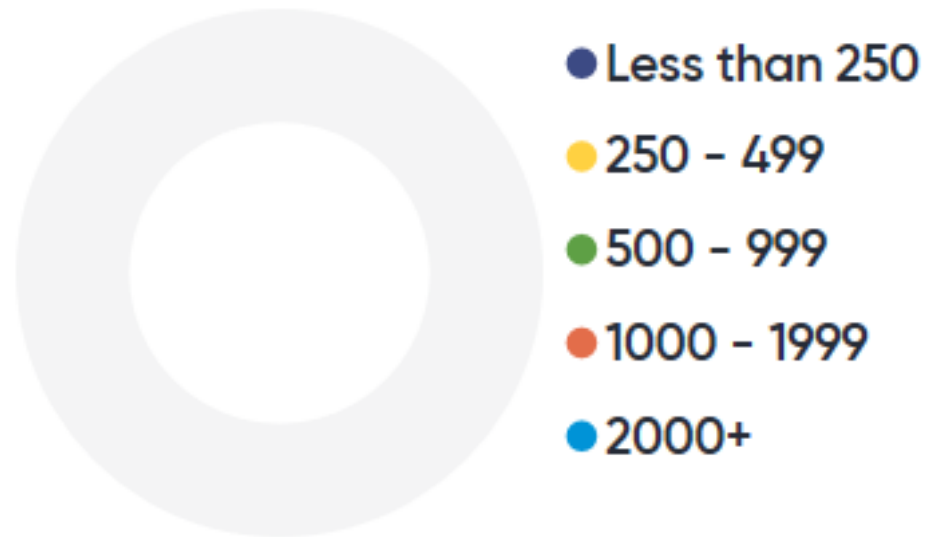
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Go to www.menti.com and use the code **46 59 49**

How many members belong to your Chamber?



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Activate






FLIGHT PLAN

USING DATA TO...

- ATTRACT MEMBERS
- ENGAGE & RETAIN MEMBERS
- MONITOR SUCCESS
- BUILD TEAMS



FLIGHT PLAN
take off

USING DATA TO...

- **ATTRACT MEMBERS**
- **ENGAGE & RETAIN MEMBERS**
- **MONITOR SUCCESS**
- **BUILD TEAMS**





ATTRACT

scorecard



Website	[Compared to same time period last year]				[This Week]
	Website Users	Change	Website Sessions	Change	Visits to Join the Chamber Page, Goal = 8
Seven Days	1,657	23.4%	2,047	21.8%	12
Media Mentions	2018-2019	Last Week	Change		
6/23/19	78	73	5		
Social Media	[Past 7 days]				[Compared to same time last year]
Facebook Engagement	Change	Net New Likes	Net Growth Rate	Total Likes	Likes Last Year
1,032	40.6%	4	0.1%	5,471	4,935
Instagram		Weekly Likes	Change	Followers	Change
		97	25%	764	17
Mailchimp	Prospect Monthly Email				
	Number Sent	Open Rate v. 23%	Click Rate Actual v. 13%	Hard Bounces	Unsubscribed
6/14, 6/17 2019	5,281	28%	14%	7	2
Mailchimp	Prospect Monthly Email				
	Number Sent	Open Rate v. 12.4%	Click Rate v 12.3%	Hard Bounces	Unsubscribed
5/13/19	677	35.9%	8.2%	0	6
Mailchimp	New Member Journey Automated Emails				
	Number Sent	Open Rate	Click Rate	Bounces	Unsubscribed
Email #1	128	44.50%	10.20%	0	0
Email #2	121	49.60%	15.80%	0	0
Email #3	106	53.80%	17.90%	0	0
Email #4	82	49.40%	7.40%	1	0
Email #5					
Email #6					
Mailchimp	New Member Airplane Video				
	Number Sent	Open Rate Avg.	Click Rate Avg. *	Bounces	Unsubscribed
Airplane Views	59	64.22%	47.66%	0	0



ATTRACT
scorecard

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Seven Days	1,657	23.4%	2,047	21.8%	12

✓ ATTRACT website



[Member Login](#)

[Buy West Coast Cash Here](#)

[Events](#) [About](#) [Membership & Benefits](#) [Advocacy](#) [Join the Chamber](#)



JOIN OUR
MENTORING PROGRAM



[Apply Here](#)

Everything we do at the Michigan West Coast Chamber is designed around our members and the needs of our business community.

Our programs are created to connect people and businesses to the resources they need to grow and succeed, and we use our platform as the voice of the business community to help our members advocate about issues that impact their growth and sustainability. Our marketing opportunities provide exposure for our members to give them added visibility and raise awareness of their brands, and we provide tools and information for business success.

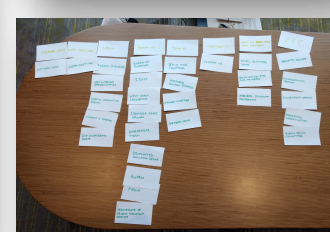
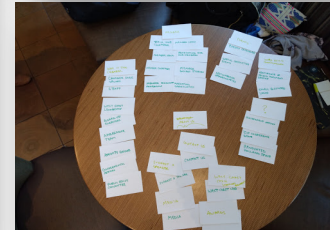
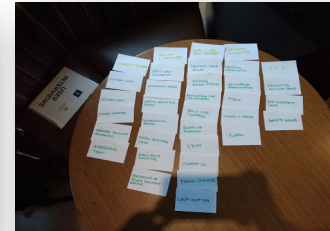
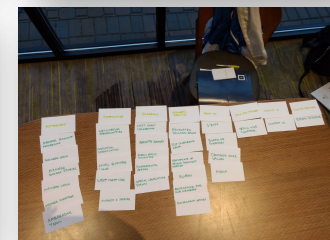
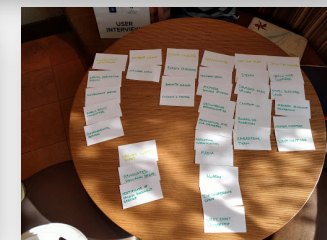
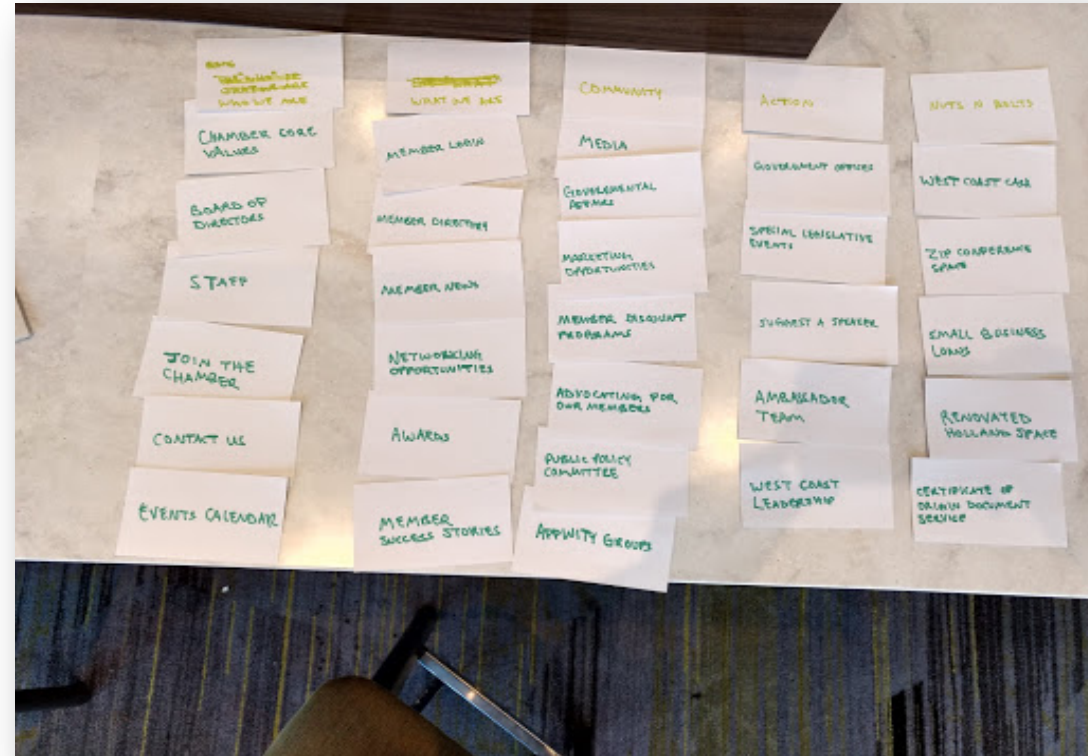
We're passionate about serving our 1,200 member businesses and representing 64,000 employees in the greater Holland/Zeeland Area. Together we can Think Big and Be Great, and partner for the greater good of our community.



✓ ATTRACT

website card sorting exercise

- Create cards for each menu item
- Name each column
- What doesn't need to be there?
- What's missing?





ATTRACT

categorize prospects

A	B	C
<ul style="list-style-type: none">• <i>Physical presence in target market</i>• <i>Potential for employment growth</i>• <i>In business 2+ years</i>• <i>Sponsorship potential</i>• <i>Dues above minimum</i>	<ul style="list-style-type: none">• <i>Sales reps based in target market</i>• <i>Less than 2 years in business</i>	<ul style="list-style-type: none">• <i>Located outside of target market</i>• <i>Unlikely employment growth</i>



Go to www.menti.com and use the code **46 59 49**



What are your Top 3 Sources for New Members?



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Activate





ATTRACT
pipeline

Prospective Member	Stage	Source	First Contact	Rating	Forecast Month	Est. Dues
Lake Effect Yard Care	Follow-up Cycle	Event: Sustainability	04-18-2019	B	July	315
Dialog Direct	Discovery Meeting	Inbound: Calendly	06-24-2019	A	July	995
La Michoacana	Follow-up Cycle	Inbound: Facebook	04-24-2019	B	July	315
Margaritas Mexican Restaurant	Active Prospect	Board: Jim Hutt	05-30-2019	A	July	425
Sperry's Moviehouse	Follow-up Cycle	Outbound	06-17-2019	A	July	425
The Worden Group	Follow-up Cycle	Ambassador: Kim Vandermolen	05-22-2019	A	July	655
BluJay Solutions	Discovery Meeting	Outbound	05-28-2019	A	August	1500
Genzink Steel	Follow-up Cycle	Event: Tariffs	02-18-2019	A	August	955
Harbor Steel & Supply	Follow-up Cycle	Member Referral: Brad Haverkamp	06-14-2019	A	August	425
MidiCi: The Neapolitan Pizza Company	Follow-up Cycle	Event: Network at Lunch	09-27-2018	A	August	425
Walters Gardens Inc.	Follow-up Cycle	Outbound	09-24-2018	A	August	995

✓ ATTRACT *prospect email*



Marissa Berghorst, EcoBuns + Baby Co.

HOW THE CHAMBER HELPS SMALL BUSINESSES

No one can tell you more about the value of the Chamber than our existing members. Here's Marissa Berghorst, owner of EcoBuns Baby + Co, sharing how her membership in the Chamber has helped her business grow. She's a small business owner that maximizes her membership in ways you may not know about.

[THE ECOBUNS STORY](#)

LEARN, INNOVATE, AND SHARE WITH THE CHAMBER



APRIL CONNECT MAGAZINE

Staying connected to insider business news is a Chamber benefit that you can maximize without leaving your office. Our April Connect spotlights the West Coast Leadership Program, which is an invaluable training resource for members of your staff. Learn more about WCL, as well as updates on new members, events, advocacy, and more.

[READ CONNECT HERE](#)



Be Our Guest!

BE OUR GUEST WITH THIS PROMO CODE
FOR FREE ADMISSION

We know that the best way for you to understand the value of a Chamber membership is to experience it firsthand, and we've got an opportunity coming up next week that we think you'd find interesting. It's addresses talent attraction and retention, which is a critical issue for our members. If you'd like to hear about how to build a work culture that employees love, please join us for Wake Up West Coast on Tuesday, April 9 - as our guest. Yes, that means we'd like you to try us out for FREE. See below for event details, and when you register, enter promo code **JOY2019**.

[REDEEM CODE HERE](#)


 ATTRACT

tracking prospects at events

Date	Event	# Target Market Prospect Companies	Discovery Meetings	Joined	Join %
9/11/2018	Wake Up West Coast	3	2	1	33%
9/26/2018	Network @ Lunch	8	3	1	13%
9/27/2018	Zeeland Affinity Group	1	1	0	0%
10/9/2018	Wake Up West Coast	6	4	3	50%
10/24/2018	Leading Edge: Strategies for Attracting Talent	1	0	0	0%
10/25/2018	Power Breakfast	2	1	0	0%
10/26/2018	Maximize Your Membership	3	5	3	100%
11/13/2018	Wake Up West Coast	5	2	2	40%



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



chambermaster



FLIGHT PLAN

USING DATA TO...

- ATTRACT MEMBERS
- **ENGAGE & RETAIN**
- **MEMBERS**
- MONITOR SUCCESS
- BUILD TEAMS



ENGAGE



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



ENGAGE

post event report

Annual Meeting Post Event Report

Program Year	2016/2017	2017/2018	2018/2019
Date	9/16/2017	9/29/2017	9/28/2018
Presenter	Laura Vanderkam	Dave Zilko	Richard Montanez
Topic	168 Hours: Succeeding at Work and Life, 24/7	Irrational Persistence/Thrive	Inspire the Fire
Location	Laketown Golf & Conference Center	Yacht Basin Marina	Civic Center
Registered	607	494	586
Attendance	N/A	429	531
% of No Shows	N/A	13%	9%
NPS Score (Goal is 70)	50	70	81
Sponsors	BCBS / Various	BCBS / Various	BCBS / Various
Ticket Price	Member \$40 / Non Member \$70	Member \$45 / Non Member \$70	Member \$55 / Non Member \$70
Cost Per Person	\$ 53.53	\$ 61.78	\$ 92.55
Sponsorship Revenue	\$ 61,000.00	\$ 87,000.00	\$ 93,810.00
Registration Revenue	\$ 25,185.00	\$ 8,290.00	\$ 16,105.00
Total Revenue	\$ 86,185.00	\$ 95,290.00	\$ 109,915.00
Total Expenses	\$ 32,491.00	\$ 30,519.16	\$ 54,235.84
Net Revenue	\$ 53,694.00	\$ 64,770.84	\$ 55,679.16
Budget Net Rev. Goal	\$ 29,958.50	\$30,478.50	\$38,630.00
Event Planner Notes:	Parking was a challenge. We secured a shuttle service and hardly anyone used it, they parked along side of road and walked. Corporate Live was great! Venue too small and far.	Logistically everything worked out holding this event in a Boat storage barn! Staging, Décor, Theming was great. Videos shown at event were a hit. Beechwood Grill food was delicious. Everyone loved Dave	Ambassador Huddle pre-event is effective, Pre-event exclusive for gold sponsors huge hit, Flight plan earlier & communicated at event, all presentations should be "Ted Talk" style
Attendee Likes & Opportunities:	Likes: Guest Speaker was funny and had good message, good networking time, liked family style food served. Opportunities: More Parking, New Venue, Better Food	Likes: Meet and Greet VIP event (sponsors said), great bbq lunch cooked on site, videos / lots of screens to see, entertaining keynote. Opportunities: More Parking, Bigger Venue, Chicken was good but hard to eat	Likes: Inspiring stories shared, the atmosphere/theme seen throughout, well organized, lots of parking! Opportunities: Room was too cold, add more networking time



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE


 **ENGAGE***post event report***Annual Meeting Post Event Report**

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 **ENGAGE***post event report*

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What is your 1st year retention rate?



- Hotel California - They Never Leave
- Two Outta Three Ain't Bad
- They're Churning like Butter!
- You can Track That?



Slide is not active

Activate



RETAIN
*new member
 engagement*

Join Date	Member	Chamber Staff	Discovery Meeting	Reg/Attended Maximize
3/2/2019	Focus Finishing	Britt Delo	1	
3/5/2019	The Safe Harbor Group, LLC	Britt Delo		1
3/6/2019	Janet McNamara Realtor	Britt Delo	1	1
3/8/2019	Holland Eats	Britt Delo		1
3/8/2019	Michigan Homes and Cottages - Coldwell	Britt Delo		1
3/12/2019	Big Lake Cakes	Britt Delo	1	1
3/13/2019	Downtown Antiques & Home Furnishings	Britt Delo	1	
3/18/2019	730 Eddy Studios	Britt Delo	1	
3/20/2019	HopCat	Britt Delo		1



Discovery Meeting:	Total New Members: 15			
10	67%			
		Either:		
		15	100%	
Attended Maximize:				
9	60%			

RETAIN
*new member
journey*



RETAIN

new member journey

6 Workflow Emails






1. Automation Email #1 30 days after contacts join the grouping, New Member Journey, in group, AUTO:MembershipType 10 subscribers in queue	44.6% Opens	10.0% Clicks	130 Sends	View Report
2. Automation Email #2 7 days after subscribers are sent previous email 2 subscribers in queue	49.6% Opens	15.7% Clicks	121 Sends	View Report
3. Automation Email #3 22 days after subscribers are sent previous email 1 subscribers in queue	53.8% Opens	17.9% Clicks	106 Sends	View Report
4. Automation Email #4 30 days after subscribers are sent previous email 2 subscribers in queue	49.4% Opens	7.4% Clicks	82 Sends	View Report
5. Automation Email #5 200 days after subscribers are sent previous email 20 subscribers in queue	0.0% Opens	0.0% Clicks	0 Sends	View Report
6. Automation Email #6 75 days after subscribers are sent previous email 0 subscribers in queue	0.0% Opens	0.0% Clicks	0 Sends	View Report



RETAIN

new member journey



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	3. Automation Email #3 22 days after subscribers are sent previous email 1 subscribers in queue	53.8% Opens	17.9% Clicks	106 Sends




 RETAIN

new member engagement tracking

Company	Total Unopened	Primary Unopened	At-Risk Rating	1. Investigate
Edward Jones Dolbow	3	3	high	last contact in Jan from Britt
Golden Corral	4	4	high	last contact in Feb from Emmy (postcard)
Greenridge Realty	3	3	high	last contact in March from Emmy (postcard)
HALO Branded Solutions/Terri Rexford	3	3	high	last contact in Feb from Britt (discovery meeting)
Harrington Salon and Day Spa	0	0		
Holland Eats	1	1		
Hopcat	3	2		




 RETAIN

new member engagement tracking



Hello Friend,

We value your membership and your feedback.

Would you take a moment to let us know how we're doing?

[Take Our Survey](#)

Our passion lies in building successful businesses and connecting our members with the resources they need to grow and succeed. Always exploring ways to improve and to exceed expectations, we believe in the power of staying hungry for what's next. The Chamber taps into creativity and innovation to explore new possibilities as well as new approaches to what is proven to work. Your feedback helps us do this.

Below is a link to our upcoming events.

[Upcoming Events](#)

Thank you for being a member of the West Coast Chamber.

Sincerely,





RETAIN

net promoter score (nps)



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



Membership Survey: How Are We Doing?

Survey

Thank you for being a member of the Michigan West Coast Chamber of Commerce. In keeping with our core value, "It's All About You," I'd like to hear your feedback on how your Chamber membership is working for you. This gives me the opportunity to make adjustments and suggestions to help you maximize your member benefits. Thank you for taking a couple of minutes of your time to complete the survey below.

*** 1. How likely is it that you would recommend Chamber membership to a friend or colleague?**

Not at all likely

Extremely likely

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

2. Please provide a brief explanation supporting your rating above.

3.

Name (optional)

Company (optional)

Thank you for your input and participation.

Submit >>

RETAIN
golden handcuffs

**Accident Fund
Workers Comp
Insurance**



**West Coast Cash
Community
Currency Program**



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE

**Free Conference Room Space
(ZIP)**


 RETAIN

*net promoter score
(nps)*

How likely are you to
recommend Chamber
membership to a friend or
colleague?



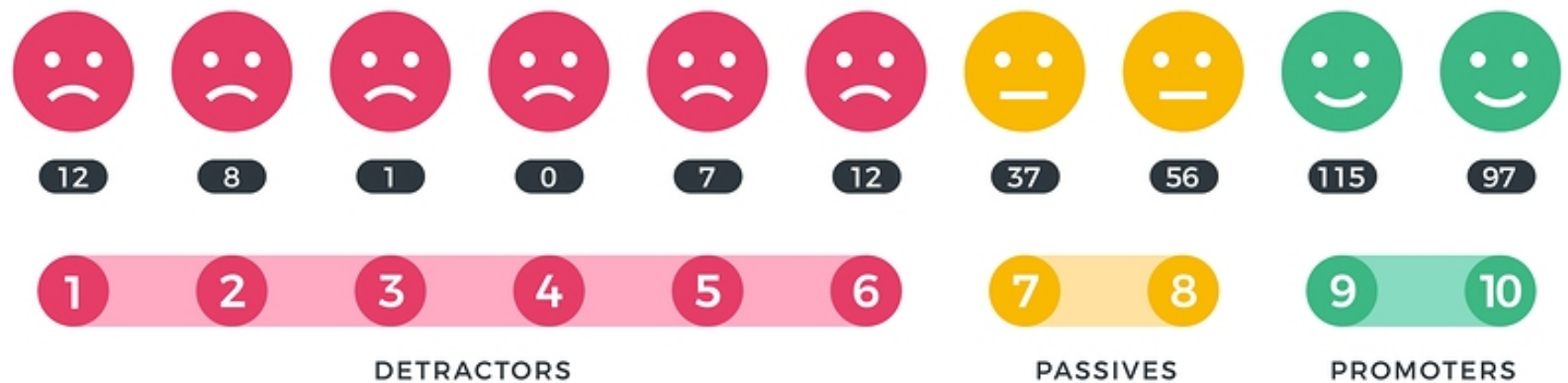
MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



✓ RETAIN

net promoter score
(nps)

NET PROMOTER SCORE



NPS = %PROMOTERS - %DETRACTORS



detractors	40	11.6%	total 345
passives	93	26.9%	
promoters	212	61.5%	




FLIGHT PLAN

USING DATA TO...

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- **MONITOR SUCCESS**
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it all lives on a...

SCORECARD



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE

Imagine you're on a deserted island...

**WHAT DO YOU
NEED TO KNOW?**



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



West Coast Chamber Corporate Scorecard - Q3 2018-19

MONITOR scorecard

	Owner	Week 1 Mar 05	Week 2 Mar 12	Week 3 Mar 19	Week 4 Mar 26	Week 5 Apr 02	Week 6 Apr 09	Week 7 Apr 16	Week 8 Apr 23	Week 9 Apr 30	Week 10 May 07	Week 11 May 14	Week 12 May 21	Week 13 May 28	Week 14 June 04
Membership	Current Membership Count and weekly change - 1271 - baseline as of 12/1/2018	Britt	1253 vs baseline of 1271	1253 vs baseline of 1271	1264 vs baseline of 1271	1265 vs baseline of 1271	1262 vs baseline of 1271	1263 vs baseline of 1271	1262 vs baseline of 1271	1263 vs baseline of 1271	1263 vs baseline of 1271	1265 vs baseline of 1271	1263 vs baseline of 1271	1253 vs baseline of 1271	1261 vs baseline of 1271
	Membership Sales per Month - actual vs monthly budget	Britt	Feb: \$4,185 / \$5,188		Mar: \$5,835 / \$5,888						Apr: \$4,728 / \$5,188				May: \$5,428 / \$5,588
	Membership Pipeline - Pending & actual vs budget	Britt	\$5,128 [65,248 projected - \$4,188 overall vs \$5,888 monthly goal]	\$7,335 [63,155 projected - \$4,788 overall vs \$5,188 monthly goal]	\$9,445 [63,445 projected - \$4,888 overall vs \$5,188 monthly goal]	\$6,445 [63,375 projected - \$4,748 overall vs \$5,188 monthly goal]	\$4,358 [63,555 projected - \$4,335 overall vs \$5,188 monthly goal]	\$5,588 [62,458 projected - \$4,335 overall vs \$5,188 monthly goal]	\$6,885 [61,285 projected - \$4,728 overall vs \$5,188 monthly goal]	\$3,215 [62,288 projected - \$5,288 overall vs \$5,188 monthly goal]	\$4,335 [61,378 projected - \$4,335 overall vs \$5,188 monthly goal]	\$4,338 [61,555 projected - \$4,335 overall vs \$5,188 monthly goal]	\$3,758 [61,425 projected - \$4,335 overall vs \$5,188 monthly goal]	\$2,588 [62,588 projected - \$4,888 overall vs \$5,188 monthly goal]	\$2,588 [62,588 projected - \$4,888 overall vs \$5,188 monthly goal]
	Annual New Membership - actual vs budget	Britt													\$42,348 / \$44,588 (goal: \$2,258)
	Prospect at events. Goal - 10 per month	Britt	February - 5		March - 15						April - 7				May - 12
	1st Year Membership Renewal - dollar goal - 67%	Britt	November - 76.4X vs 67 goalX		December - 188X vs 67 goalX						January - 71.5X vs 67X goal				February - 188X vs 67 goalX
	New Member Engaged. Goal - 80% discovery/Maximize	Koozan			March Goal - 88X, Actual - 188X						April Goal - 88X, Actual - 88X				May Goal - 88X, Actual - 88X
	Paid Ribbon Cutting. Goal - 2 per month	Koozan			March Goal - 2, Actual - 8						April Goal - 2, Actual - 2				May Goal - 2, Actual - 2
	Networking Event Attendance	Koozan		Power Breakfast 52/58						Network @ Lunch 54/58				Network @ Lunch 52/58	
	Increase Promoter Sponsorship. Goal - \$7,000 Quarterly	Britt	Q1: \$415,158 / \$7,888		March - \$4,358						April - \$4,388				Q1: \$22,388 / \$7,888
Marketing	Email - Weekly Open Rate - Combined Friday and Monday	Emily	Open Goal - 23X, Actual - 23.5X	Open Goal - 23X, Actual - 24X	Open Goal - 23X, Actual - 23X	Open Goal - 23X, Actual - 24X	Open Goal - 23X, Actual - 23X	Open Goal - 23X, Actual - 26X	Open Goal - 23X, Actual - 26X	Open Goal - 23X, Actual - 24X	Open Goal - 23X, Actual - 23X	Open Goal - 23X, Actual - 23X	Open Goal - 23X, Actual - 23X	Open Goal - 23X, Actual - 23X	Open Goal - 23X, Actual - 23X
	Email - Weekly Click Rate - Combined Friday and Monday	Emily	Click Goal - 19X, Actual - 24.2X	Click Goal - 19X, Actual - 42X	Click Goal - 19X, Actual - 15X	Click Goal - 19X, Actual - 17X	Click Goal - 19X, Actual - 18X	Click Goal - 19X, Actual - 12X	Click Goal - 19X, Actual - 12X	Click Goal - 19X, Actual - 15X	Click Goal - 19X, Actual - 15X	Click Goal - 19X, Actual - 15X	Click Goal - 19X, Actual - 15X	Click Goal - 19X, Actual - 15X	Click Goal - 19X, Actual - 14X
	Email - Monthly Prospect Email Open Rate	Caroline	Goal - 12.4X, Actual - 22.5X			Goal - 12.4X, Actual - 16.2X							Goal - 12.4X, Actual - 35.3X		
	Email - Monthly Prospect Email Click Rate	Caroline	Goal - 12.8X, Actual - 28.6X			Goal - 12.8X, Actual - 3.5X							Goal - 12.8X, Actual - 8.2X		
	Website - Write to join the Chamber Page	Caroline	Goal - 8, Actual - 17	Goal - 8, Actual - 16	Goal - 8, Actual - 8	Goal - 8, Actual - 18	Goal - 8, Actual - 4	Goal - 8, Actual - 7	Goal - 8, Actual - 8	Goal - 8, Actual - 14	Goal - 8, Actual - 15	Goal - 8, Actual - 7		Goal - 8, Actual - 15	Goal - 8, Actual - 3
Finance Admin	Monthly Revenue over Expense vs budget - Operations Total	Jadi					March actual - \$47,865 vs budget - \$45,538					April actual - \$56,333 vs budget - \$54,457			
	Quarterly NPS Score - Q3 goal - 63	Jane													
	Membership Retention Dollars - lagging 3 months (goal - 2% above budget number)	Sheri	November: 38.33X vs 88X		December: 85.15X vs 88X						January: 33.38X vs 88X				February: 87.32X vs 88X
Collection (goal: 90 days or more past due <2%)	Sheri	1.77X													
Program	Event Attendance	Caloon		GA 75/78	Relief School 35/38		WUWC 235/188	Health 28/16	GA 58/58	Diabetes 515/288		WUWC 235/288	Com Impact Day 148/188	Leading Edge 28/48	
	Event NPS	Caloon			Relief School 83/78		WUWC 33/78	Health 83/78		Diabetes 58/78		WUWC 78/78	Impact Valentine 83/78, Impact NeuroFile 74/78	Leading Edge -71/78	
	Minority Attendance at Wake Up West Coast. Goal - 5% of audience	Caloon					as people, asX					4 people, 1.5X			





MONITOR

scorecard

Marketing	Email - Weekly Open Rate - Combined Friday and Monday	Emily	Open Goal = 23%, Actual = 29.5%	Open Goal = 23%, Actual = 24%	Open Goal = 23%, Actual = 23%	Open Goal = 23%, Actual = 24%	Open Goal = 23%, Actual = 29%	Open Goal = 23%, Actual = 26%
	Email - Weekly Click Rate - Combined Friday and Monday	Emily	Click Goal = 13%, Actual = 24.7%	Click Goal = 13%, Actual = 12%	Click Goal = 13%, Actual = 15%	Click Goal = 13%, Actual = 17%	Click Goal = 13%, Actual = 18%	Click Goal = 13%, Actual = 12%
	Email - Monthly Prospect Email Open Rate	Caroline	Goal = 12.4%, Actual = 22.5%			Goal = 12.4%, Actual =		
	Email - Monthly Prospect Email Click Rate	Caroline	Goal = 12.3%, Actual = 20.6%			Goal = 12.3%, Actual =		
	Website - Visits to join the Chamber Page	Caroline	Goal = 8, Actual = 17	Goal = 8, Actual = 16	Goal = 8, Actual = 8	Goal = 8, Actual = 10	Goal = 8, Actual = 4	Goal = 8, Actual = 7






FLIGHT PLAN

USING DATA TO...

- ATTRACT MEMBERS
- ENGAGE & RETAIN MEMBERS
- MONITOR SUCCESS
- **BUILD TEAMS**



BUILD TEAMS

core values



LEARN, INNOVATE
SHARE

IT'S ALL ABOUT
YOU

THINK BIG,
BE GREAT

DELIVER REMARKABLE
EXPERIENCES

CONTAGIOUS ENERGY
WITH A
POSITIVE ATTITUDE



✓ BUILD TEAMS

people analyzer

THE PEOPLE ANALYZER™

NAME	Core Value	Core Value	Core Value	Core Value	Core Value	Get It	Want It	Capacity to Do It
Staff	+	+	+	+	+	Y	Y	Y
Board								
Ambassadors								

Rating: + +/- -





FLIGHT PLAN
coming in for a
landing

USING DATA TO...

- **ATTRACT MEMBERS**
- **ENGAGE & RETAIN MEMBERS**
- **MONITOR SUCCESS**
- **BUILD TEAMS**



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