

# Creating a dynamic value proposition that resonates

## The Forum of Canadian Ombudsmen creates best practices and standards for ombuds in all sectors

### Problem

- In 2020, COVID-19 led to the cancellation of the key biannual conference, a drop in membership and a loss of non-dues education revenue.
- The board's new leadership sought a value proposition strategy to re-engage the board and refocus the organization's mission and vision.
- The goal was to provide more value and better engagement to their ombud colleagues and peers and thereby strengthen the organization for the future.

### Approach

Halmyre conducted a classic value proposition strategy engagement tailored to the size and complexity of the FCO. To do this, Halmyre:

- Carried out a situation analysis, an environmental scan, a SWOT analysis, and financial and membership data analysis;
- Interviewed stakeholders and facilitated a working board session;
- Interviewed and surveyed members;
- Developed a value proposition strategy with a three-year strategic plan; and
- Recommended service and program improvements to strengthen value.

### Outcome

- A 34% increase in membership since 2020.
- A 10% YOY increase in overall revenue with a new sponsorship program.
- Improved retention in 2021-2022 to exceeding 90%.
- A board-approved value proposition strategy that united and focused the organization.
- An action plan to drive value creation and enhancement, including a resource plan.
- A dashboard of key success factors and key performance indicators that enabled the board and management to oversee progress.
- Re-engaged membership and volunteer board leadership.

**A value proposition strategy that unites and focuses an engaged organization**

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spark growth

### Articulating FCO's Unique Value Proposition

FOCUSING ON THE VALUE YOU BRING THAT IS UNIQUE, BETTER OR BEST

#### Outcomes of this Value Proposition

Activate FCO's Orientation from flat to progressive: your key success factors

##### Key Success Factors

- How did our members make a difference to the association today?
- How did our members share their way of thinking and knowledge with each other today?
- How did we make our members more successful professionals today?

Perceptions of the ombuds and ombuds' offices will change, over time, when FCO enables its audience to be the leaders they want to be. Focus on building the profession from the "bottom-up".

#### Key Performance Indicators

Get focused, and get active – ready indicators you can control today and into tomorrow

**1. Social Media** – Initiate a social media strategy starting with re-engaging with the social media vehicles already populated in a way that is regular, reflects the brand, reflects best practice and member's interests.

- Start by posting 2-3 times per week on both LinkedIn and Twitter
  - Gradually work towards increase followers and engagement
  - Set up a LinkedIn company page (Currently set-up as a personal profile)

**2. Membership engagement and increases in membership numbers as reflected in**

- Increases in members/geography, reduction in attrition
- Increases in attendance at events
- Increases in social media use
- Gauge against satisfaction surveys after events to measure quality and satisfaction

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**Abigail, the Blossoming Leader**

**Background**

**Demographic**

**Technology**

**Drivers**

**Quota**

**How the FCO can support her**

**Motivations**

**Frustrations**