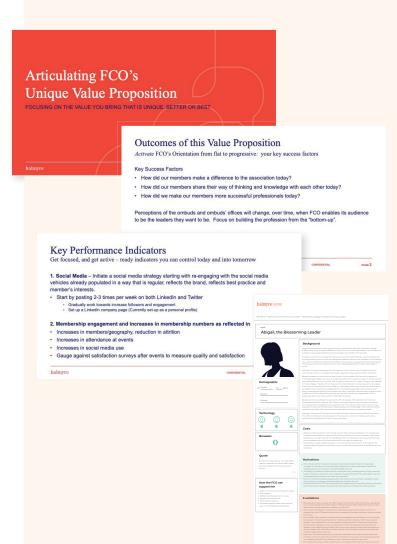
# Creating a dynamic value proposition that resonates

## The Forum of Canadian Ombudsman 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

