

Building a value proposition to serve members better



The Ontario Society of Professional Engineers serves the rich diversity of Ontario's entire engineering community

Problem

- OSPE's team recognized that something wasn't adding up – hard work was not resulting in the growth they expected.
- The management team all had different opinions about what OSPE's value was to members – and they were all good ideas.
- The organization's 15 staff needed to get on the same page and develop a plan to truly serve OSPE's members.

Approach

Halmyre led the development of a complete value proposition strategy. The project comprehensively engaged all members and stakeholders, assessed OSPE's concerns and opportunities, and provided a three-year roadmap for building strength for the association's members. To do this, Halmyre:

- Audited the performance of the organization's existing strategy, mission and values to assess what was working;
- Carried out an environmental scan, a SWOT analysis and a review of membership engagement metrics;
- Interviewed and surveyed the board, stakeholders and members;
- Facilitated stakeholder sessions to ensure all thinking and views were included in a harmonized solution; and
- Performed a strategic review of OSPE's relationship with the provincial regulator.

Outcome

- A clear, purposeful value proposition strategy uniting the staff and board in a singular member-centric focus.
- A comprehensive roadmap to drive strength and growth with personas, brand, customer experience, and program and service improvement.
- Key success factor and key performance indicator dashboards that enable the board and management to govern next steps.

Arthur, career focused

- He feels that he is lucky to have a good life and that he chose a good career by becoming a mechanical engineer.
- Arthur is confident – he knows his role and how to do his job and meet expectations.

His biggest fear is changes his best

OSPE Membership: Low Market Share & Stagnant

- OSPE's approx. 6,100 P.Eng. members (including retirees) is only 7.5% of all P.Eng. licensed engineers in Ontario. Missing bulk of core potential audience.
- Much smaller share (0.2%) of all 250,000 engineering grads in Ontario.

ports only 31% work in a job requiring an engineering degree.

Quick Reference Guide

Three personas: **Light**, **Regular**, **Medium**, **Bold**

OSPE's Light Regular Medium Bold

Value Proposition

The Breakdown

Current

- Who – your ideal members, not everyone will want to join. Expanded scope of all graduates unites community by their shared way of thinking without alienating P.Eng.
- What – to contribute, but they need a unified way

Future shift:

- Who are you – not an advocacy organization, but an association that advocates for their interests, helping your audiences be successful.
- What do you do – create a virtuous circle, or a platform

Speak clearly about who your ideal members are – be strong about who you want and are good at serving – this is branding.

