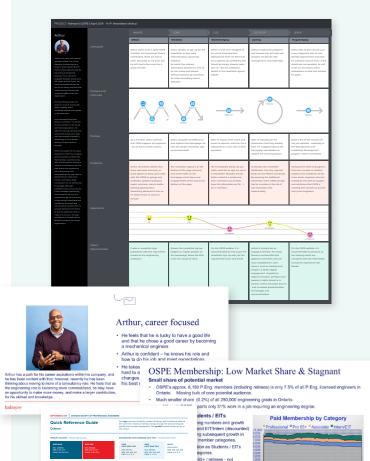# Building a value proposition to serve members better

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.

halmyre™
spark growth