



MemberWise

Best Practice Webinar Series

How to thrive (not just survive) in challenging times

- Alan Perestrello, Co-Founder & Director, Trillium
- Richard Gott, Chair, MemberWise Network





MemberWise

Best Practice Webinar Series

Today's Agenda

- **Focusing on Member Value to Optimise Your Impact Now**
 - *Richard Gott, Membership Champion, MemberWise Network*
- **How to thrive (not just survive) in challenging times**
 - *Alan Perestrello, Founder, Trillium*
- **Interactive Questions and Answers (Q&A)**
 - *Kerrie Fuller, Associate Director of Engagement, MemberWise Network*



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Best Practice Webinar Series

Learning Objectives

- Practical change methods to help you continuously and quickly adapt your digital strategy (and not be restricted by fear of failure).
- How to use your data and insights to inform your priorities and enable you to respond with the content, services and support that will be most valued.
- How to nurture digital mindsets. The best technology in the world will fail if your people are not equally invested in.

Temperature Check

- Plan to transition from Stage 4 to Stage 3
- Number of COVID-19 cases reducing nationally
- A need to complete your Recovery Plans
- A real requirement to meet member immediate need
- This will provide members with value
- This should impact positively on member recruitment/retention



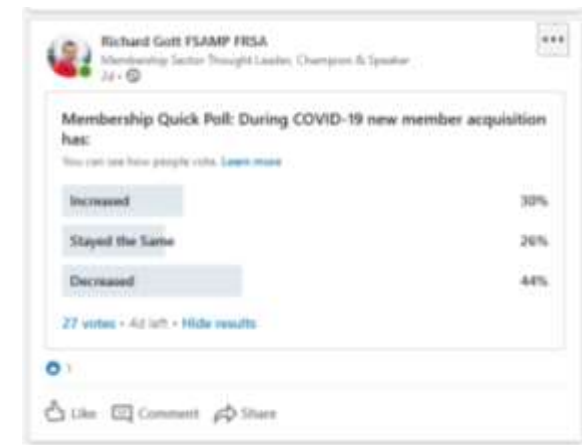
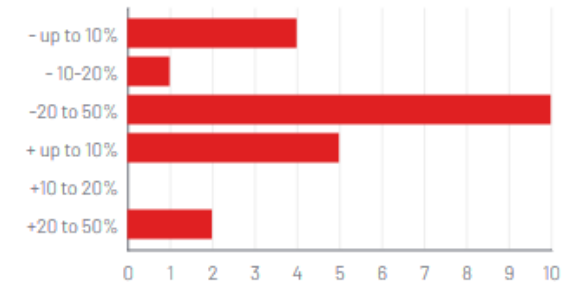
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A view of the field

- 2 Quick Polls / 50 Membership Professionals
- 50 – 75% have seen a decrease in new member acquisition
- Certain sector's doing better/worse
- + eLearning / Online Learning / Digital
- - Hospitality / Aviation / Events

What has been the impact on new member acquisition during COVID-19?



Context - What has changed



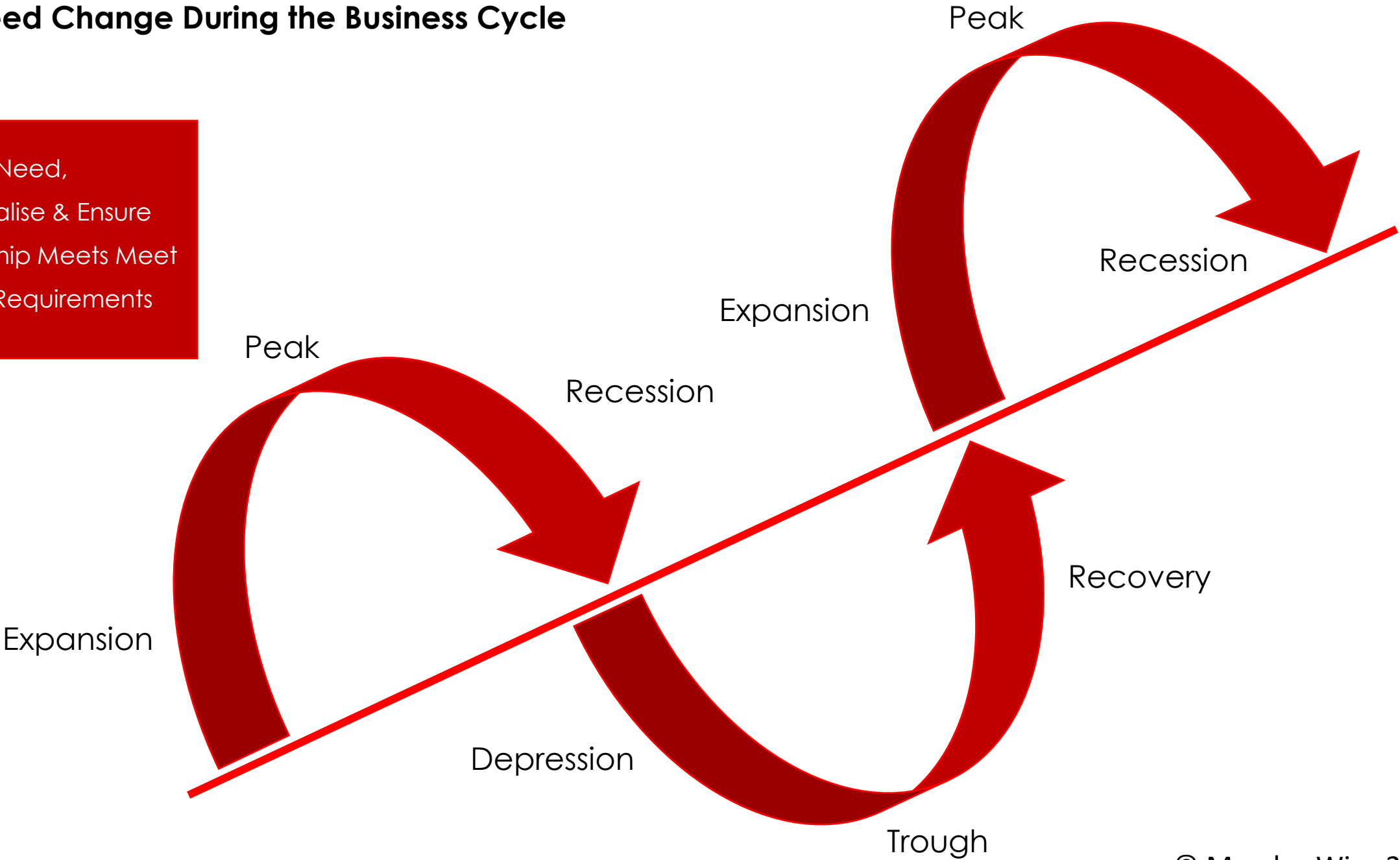
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Maslow's Hierarchy of Needs

Value & Need Change During the Business Cycle

Evaluate Need,
Contextualise & Ensure
Membership Meets Meet
Member Requirements



Transitioning to 'Thrive'

- We are a long way off
- We will likely experience a huge recession
- Value needs to be articulated
 - Existing Members
 - New Members
 - Potential Members
- Stop activity that is not generating value
- Look at innovative solutions
- Don't stop at 'online' – Telephone / Mail



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Benefits that will help

- Corona Virus Hub
- 25+ On Demand Webinars
 - Best practice Series
 - Virtual Panels
 - In Conversation with (CIPD / BHS / BMA / CIPD / NLA)
- MemberWise Connect – Free to join/register
- Website
- Video Channel



Thanks

- Official Network Partner, Trillium
- Over to Alan Perestrello, Co-Founder & Director



21 MAY 2020

HOW TO THRIVE IN CHALLENGING TIMES

OR

"NEVER LET A CRISIS GO TO WASTE"

Share our perspective
Generate debate
Drive change



Alan Perestrello
Director & Co-Founder

Objectives

Experience matters

We deliver digital transformation



Trillium 





**missing
people**



pact. Representing UK
Independent Content



RADA



RIBA 



Strategy

Business Systems

Digital Systems

Marketing Services

Continuous Improvement

What we do

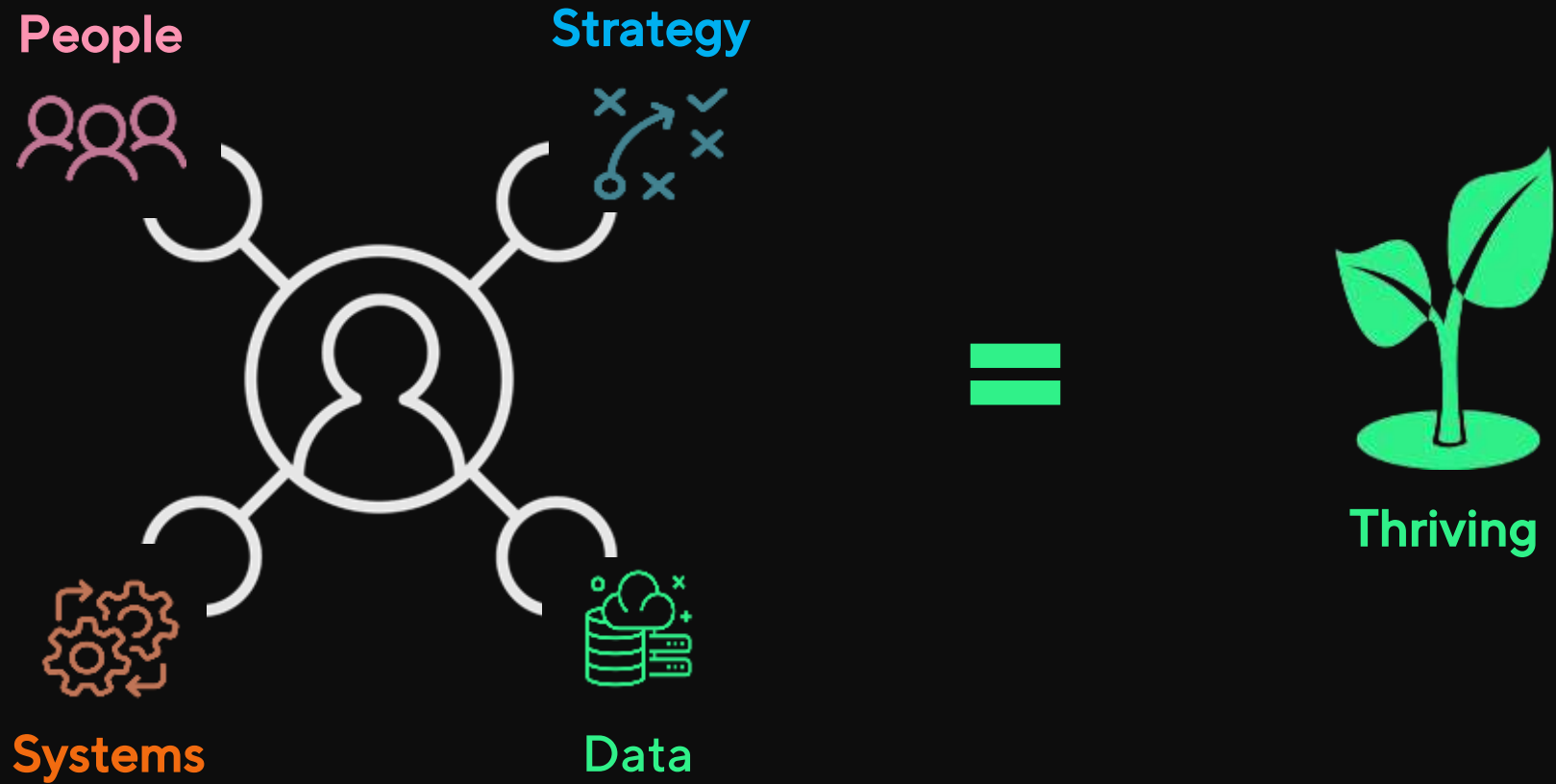
A large, ancient tree with thick, gnarled branches and dense green foliage dominates the center of the image. The tree is set in a lush forest with sunlight filtering through the leaves, creating a dappled light effect on the ground. The overall atmosphere is serene and natural.

THRIVE:

1. grow or develop well or vigorously

2. prosper; flourish

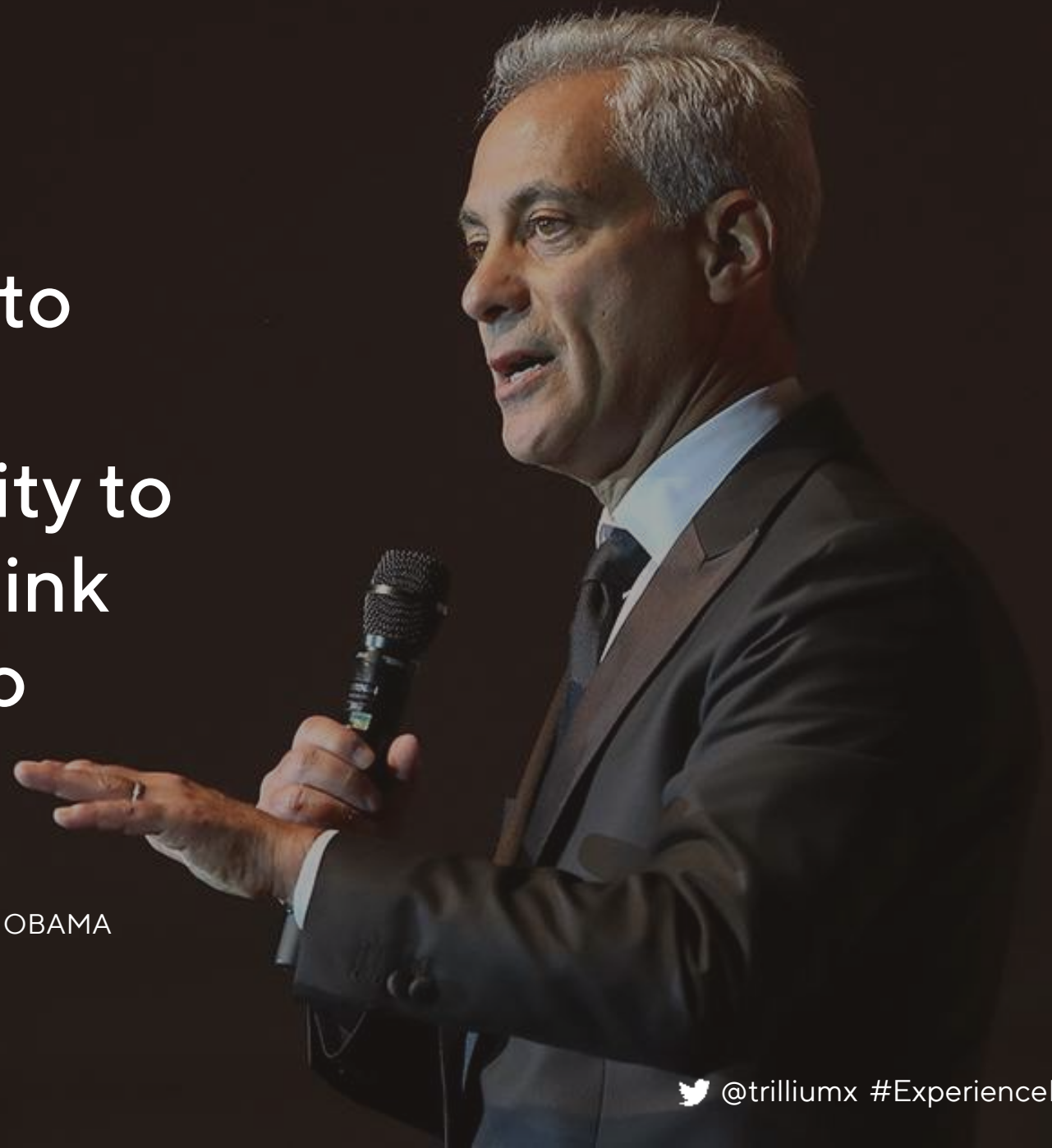
THRIVING





You never let a serious crisis go to waste...
It's an opportunity to do things you think you could not do before.

RAHM EMANUEL
CHIEF OF STAFF TO PRESIDENT BARACK OBAMA



EVEN BEFORE CORONAVIRUS...

The digital landscape in the membership and NFP sectors was fraught with challenges and ripe with opportunity.

- Pressure to do more; but with less.
- Aging platforms... and processes.
- Digital transformation is the biggest topic based on activity.
- Opportunity through new digital and social initiatives is huge.
- Change is essential... but difficult.
- All this before the world changed without our planning it

It's an accelerated change programme

You should start planning for post-crisis realities at the same time you are dealing with the immediate challenges.

- The crisis will create new competitive opportunities and threats.
- It may allow you to speed up required changes internally.

It's easier said than done...

It's easier said than done...




Why is change so hard?

- We are naturally resistant to change as we get older (wiser).
- Loss of control.
- Fear and discomfort.
- It takes time
- There are no guarantees
- ~~Success = not making mistakes~~

How can you avoid feeling overwhelmed?

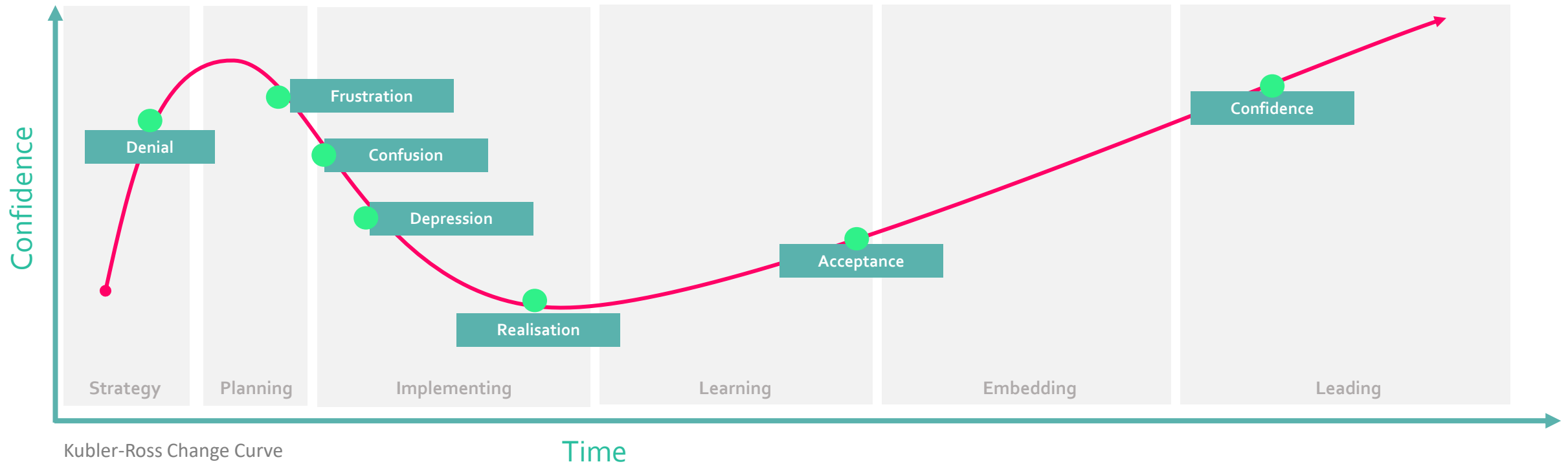
- Remember that worry and uncertainty is natural.
- Be informed and look to the data.
- Act Tactically but think Strategically
- Adopt a change mindset.
- Adapt your strategy.
- Don't just survive, thrive.



**We feel more
confident in
tackling change
now than before
Coronavirus.**

- a) yes, definitely
- b) yes, somewhat
- c) no change
- d) we're less confident

Change is hard



Kubler-Ross Change Curve

Time

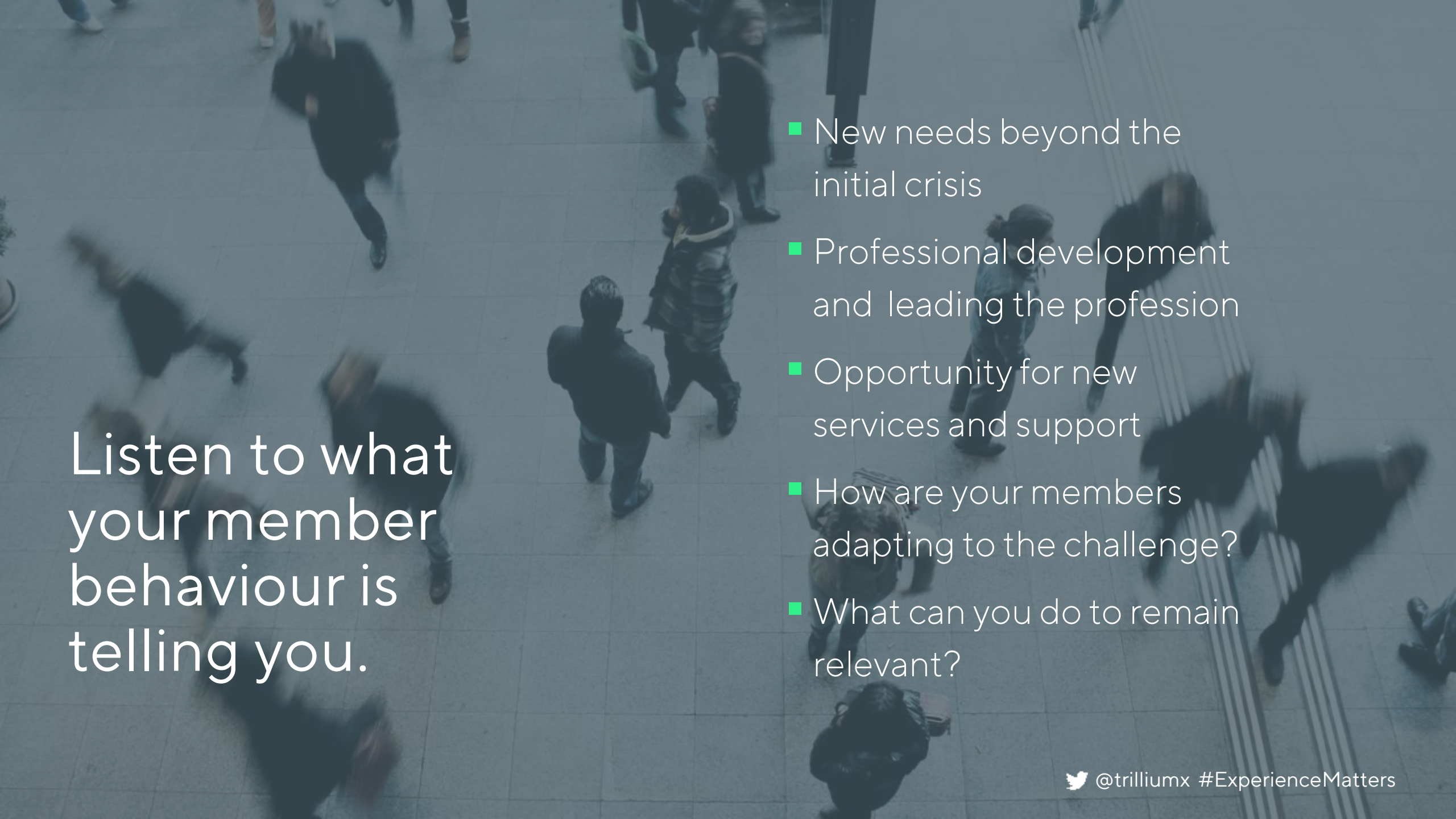
Reality

- Resistance to change is natural.
- Realising this is how you adapt to ensure you can thrive

Relevance is key to member engagement

Your members
need you now
more than ever.

- How has behaviour changed on your website and other digital channels?
- What are your members asking for?
(directly/indirectly ,e.g. social listening)
- Sector insights combined with your existing member insights



Listen to what
your member
behaviour is
telling you.

- New needs beyond the initial crisis
- Professional development and leading the profession
- Opportunity for new services and support
- How are your members adapting to the challenge?
- What can you do to remain relevant?



On which digital channels have you seen increased activity?

- a) social media
- b) website
- c) email enquiries
- d) communities
- e) none of the above
- f) we've not been monitoring activity

APR
2020

COVID-19: PLANS TO CONTINUE WITH NEW BEHAVIOURS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64* WHO EXPECT TO CONTINUE WITH NEW BEHAVIOURS EVEN AFTER THE COVID-19 OUTBREAK ENDS

WATCHING MORE SHOWS &
FILMS ON STREAMING SERVICES



20%



SPENDING LONGER
USING SOCIAL MEDIA



15%



SPENDING LONGER ON
MESSENGER SERVICES



16%



LISTENING TO MORE MUSIC
STREAMING SERVICES



14%

SPENDING MORE TIME
ON MOBILE APPS



10%



SPENDING MORE TIME PLAYING
COMPUTER OR VIDEO GAMES



10%



CREATING AND
UPLOADING VIDEOS



5.5%



LISTENING TO
MORE PODCASTS




4.2%

Taking advantage of new adoption of digital channels

How much should
you invest in new
channels?

- What are you trying to achieve?
- Biggest investment is time: communities need nurture
- The right channel for your resources and your members
- “The medium is part of the message”

The right message,
to the right person,
at the right time.



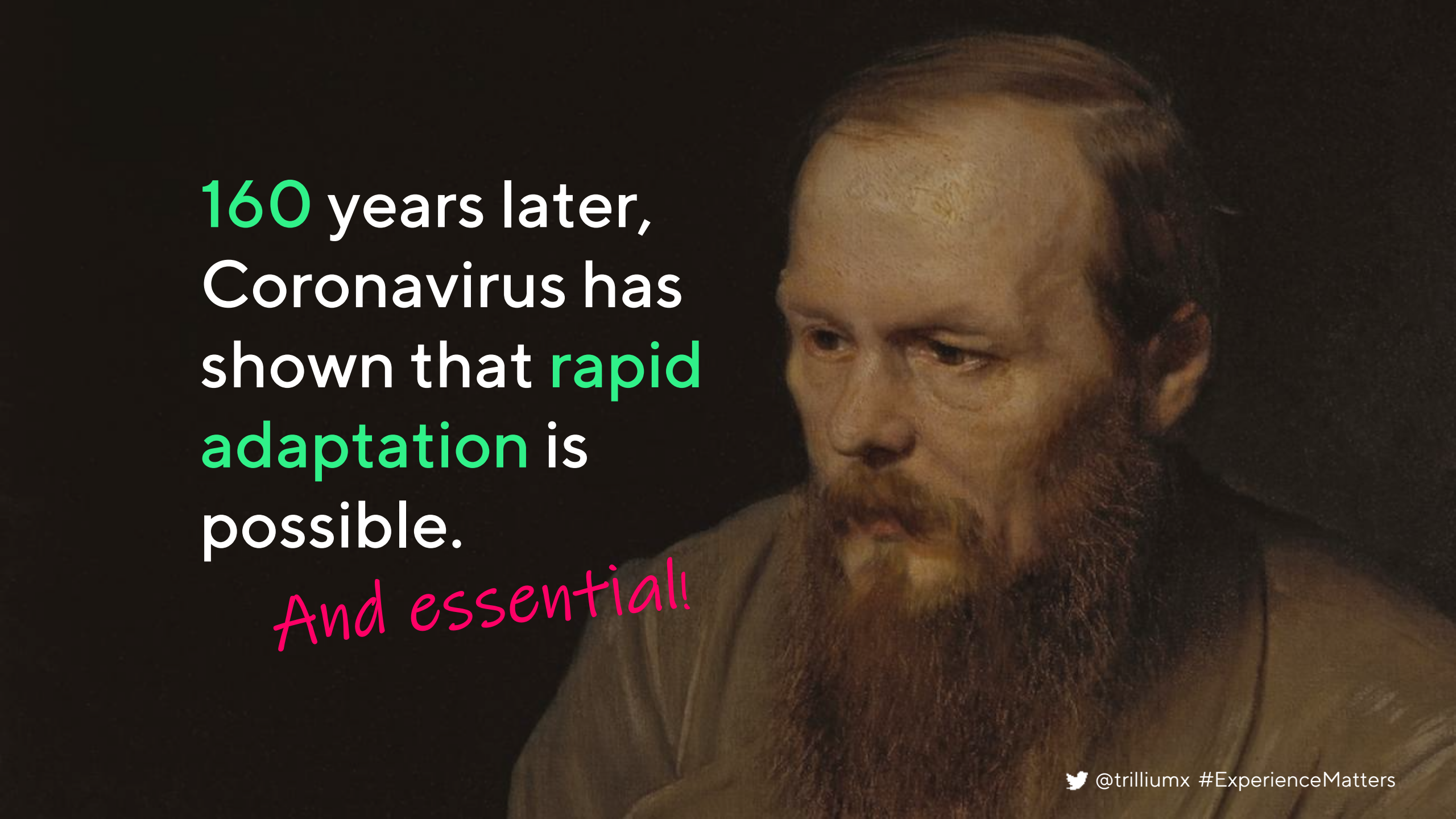
Lack of
communication
will derail your
ability to adapt
effectively.

- Put people at the centre
- Take your team on the journey
- Assess and address any skill gaps
- Create an internal communications plan
- Communicate often
- Manage expectations
- Be more agile



Man is a creature
that can get
accustomed to
anything.

FYODOR DOSTOEVSKY
NOVELIST AND JOURNALIST



160 years later,
Coronavirus has
shown that **rapid
adaptation** is
possible.

And essential!



**Digital
transformation
is about people,
not technology.**

And change!



Q&A

#ExperienceMatters

Thank you

#ExperienceMatters