



AskYourTeam for Membership Organisations

Create a voice for your members.

Contents


- ③ Membership organisation challenges
- ④ The AskYourTeam solution
- ⑤ How it works
- ⑥ Rating scale questions
- ⑦ Customised questions
- ⑧ Demographics
- ⑨ Retesting
- ⑩ Research
- ⑫ Book a demo

MEMBERSHIP ORGANISATION CHALLENGES

Sound familiar?

No matter the industry or the size, all membership organisations face similar challenges around growth, retention, and nurturing active involvement from their members.

- How do we increase value for our members?
- How can we get our members more involved?
- How do we make this involvement continuous, effective and efficient?
- How can we best consult with our members about key decisions and issues?
- What channels should we offer to bring about effective two-way communication?
- How do we take the guesswork and subjectivity out of decision-making?
- How can we provide transparency to our members when making decisions?
- How can we use data, measurements and facts to highlight the priorities in our organisation?



“How do we make sure that the wants and needs of all of my 320 growers are taken into account when we make our own decisions that affect their business?”

—
Alan Pollard, CEO Pipfruit NZ

THE ASKYOURTEAM SOLUTION

A new way to engage with your members

The AskYourTeam Membership Organisation System was designed to help you to increase your organisation's membership growth and retention by creating value and relevance for you and every one of your members.

It's a complete system that reveals smart solutions to your organisation's challenges, enables you to develop action plans, and measures your progress in real time.

AskYourTeam provides:

- An easy way for members to get involved and feel they are being listened to.
- Access to the ideas, concerns and feedback of your greatest asset – your members.
- Members with a channel to tell the truth about how they view the performance of their membership organisation. This translates into measurable, actionable opportunities that you can prioritise.
- Measurable progress and transparent decision-making.

DON'T GUESS



ASK.

How it works

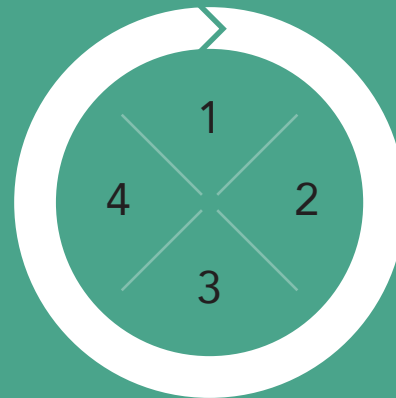
We'll work with you every step of the way, driving measurable results in the areas that will have the biggest impact on your organisation and your members.

Measure what matters

Confidentially survey your members across each of the research-based success factors that we've identified as common to the most successful membership organisations.

Retest and flex

We'll guide you through retesting, measuring progress and helping to drive performance breakthroughs. Continue to flex and refine by retesting as often as you like, at no extra cost.



Mine the gold

A simple traffic light system shows you what's working and what's not, in real time. We'll help you take it one step further, mining the results and bring the gold to the surface.

Take action

We'll help you to translate your members' insights and ideas into action plans that everyone has a stake in.

RATING SCALE QUESTIONS



Measure what matters

The first part of the survey is a user-friendly rating system made up of 35 assertions (questions) covering six Organisational Success Factors. These six areas have been deemed critical to a membership organisation’s success by The University of Waikato’s Institute for Business Research. The survey’s quantification allows you to prioritise and measure future progress.

	Success Factors	Average Score	Lowest Score	Highest Score
Governance and Leadership	BOARD PERFORMANCE	65%	38%	84%
	LEADERSHIP	52%	48%	57%
	STRATEGY	55%	32%	83%
Effective Implementation	ORGANISATION PERFORMANCE	51%	30%	56%
	COMMUNICATION	56%	45%	80%
	PARTNERING	65%	60%	83%

STRATEGY

A clear plan on how the organisation is going to best create value and what its priorities are

1. Reporting to the industry is in line with its overall strategy **83%**
2. I am clear on the roles the organisation takes to maximise its value to members **68%**
3. There is a clear strategy and vision for the organisation **56%**
4. The board has an effective process to prioritise its efforts **34%**
5. The strategy in place will deliver excellent value for members **32%**



CUSTOMISED QUESTIONS



Mine the gold

You can create your own additional custom questions to delve into particular areas of interest. This allows you to bring gold to the surface in the form of ideas, feedback and solutions from all your members.

The customised questions can also be used as a standalone survey to consult members on specific issues and upcoming key projects. For example:

- What should the theme for this year's conference be?
- What will our industry look like in 10 years?
- What's the technology that you think could have the biggest impact on our industry?
- What should the organisation do in response to X?
- How should we recognise success in our industry?
- What is the thing that impresses you most about your fellow members?
- What is the thing that frustrates you most about your fellow members?
- What proposed legislative changes could have the biggest detriment to the industry?
- How do we get members to be more active in our membership organisation?

How do we improve representation on the organisation? ×

People Comments **Executive Comments**

Use of technology for calls or Conferencing so people don't have to travel as much	Minimum number of representatives per region
Preferred supper status for service providers so we know who to trust, who provides good value, who really knows and understands our industry	Make voting proportionate to size
Minimum number of non corporates on the board	Sub committees of specialists who maybe don't have the time,inclination, or skills for full director participation
Working projects so people can come in,go out and make best use of their time	

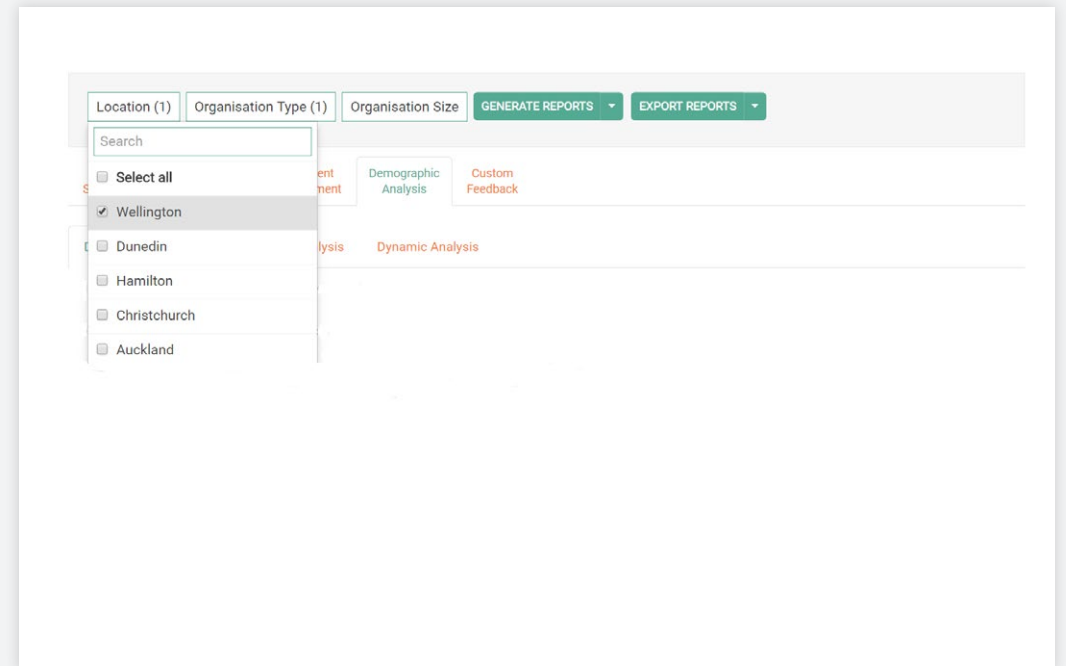
UNDERSTANDING DEMOGRAPHICS



Pinpoint differences between members

Almost always, the issues vary between different demographics. Easy-to-use reports allow you to drill down using a range of criteria such as membership type, organisation size and length of membership. This allows you to customise your actions and communications accordingly.

The result? Members feel more valued and understood.



MEASURING PROGRESS



Retest and flex

In order to measure progress, we'll guide you through retesting using the whole survey or specific areas. In addition to providing accountability for decisions, retesting informs executives if their action plans are on the right track, or whether they need to course-correct.

Continue to flex, refine and retest by easily asking whatever you want, whenever you want, of whomever you want. Get answers back fast, so together you can get on with building a more effective membership organisation.

Category	Baseline	Retest	Movement
▼ Board Performance	75%	76%	1%
1. The way the organisation and for demonstration purposes only	75%	76%	1%
▼ Organisation Performance	45%	58%	13%
1. The organisation provides for demonstration purposes only	28%	60%	32%
2. The organisation is genuinely in touch with the marketplace and for demonstration purposes only	63%	56%	-7%
▼ Communication	53%	80%	27%
1. There is effective consultation on for demonstration purposes only	65%	84%	19%
2. Our organisation seeks feedback and for demonstration purposes only	40%	76%	36%

RESEARCH

Independently-validated methodology

Built from the backbone of our core AskYourTeam system, the adapted Membership Organisation system has been independently validated by Waikato University's Institute for Business Research. The AskYourTeam methodologies have been reviewed against every Harvard Business Review article on leadership and organisational performance from the past five years. You can be confident that by using AskYourTeam, you're measuring what matters.



Institute for
Business Research

Te Pūtahi Rangahau Umanga

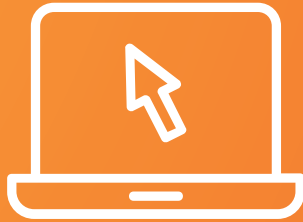
THE UNIVERSITY OF WAIKATO

"I'd recommend the AskYourTeam methodology and people because this is the most comprehensive framework that I've seen available. The feedback from our members is that it's extremely easy to use, and they felt very confident responding because it's a confidential process."

—
Alan Pollard, CEO,
Pipfruit NZ

"It's a cost effective system, it's fast to deploy, and you get immediate feedback, which is the breakfast of champions."

—
Chris Till, CEO,
Human Resources Institute of NZ



SEE HOW IT WORKS

To book a demo email
info@askyourteam.com

Contact



info@askyourteam.com



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