

WPO Chapter Chair Town Hall

MONDAY, SEPTEMBER 9, 2024



Women
Presidents
Organization

WPO MISSION (RESTATED)

Facilitating the greatness of women leaders through community, peer learning and knowledge sharing.

LEGAL MISSION

To accelerate business growth, enhance competitiveness, and promote economic security for women entrepreneurs and women-led businesses.

WPO CORE VALUES

SUPPORTIVE

We are caring advocates. We collaborate. We are helpful.

“WPO is just as much about giving as getting.”

TENACIOUS

The quest for excellence. We take risks. We get stuff done. We follow-through. We are dedicated and don't give up.

THOUGHTFUL

We consider the impact. We ask and don't assume. We consider others' capacity. We think about the big picture, as well as the situation and others involved.

COMMUNITY-CENTERED

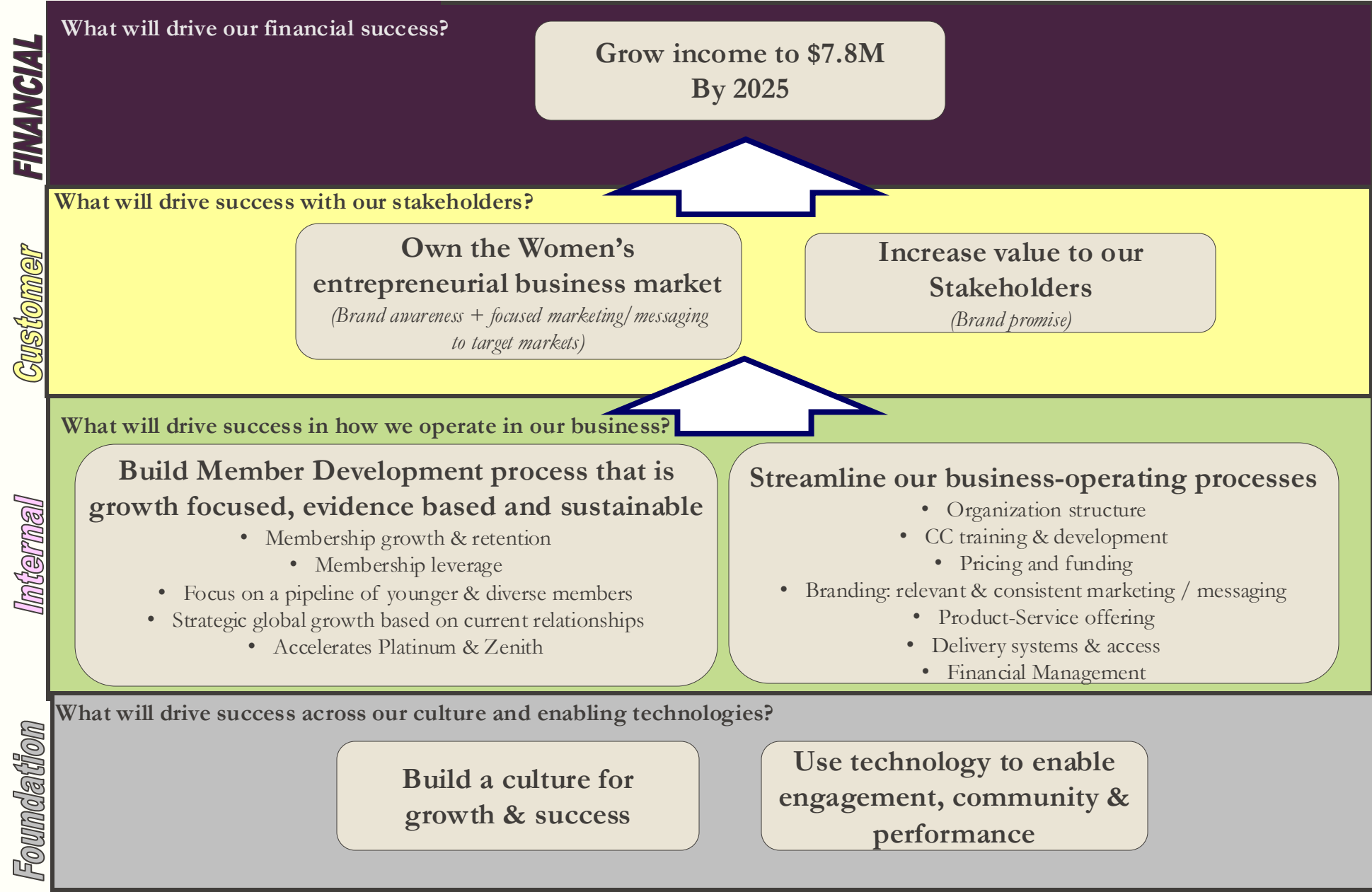
All ships rise with the rising tide. We all do better when we all do better. This is a group process. This is a safe place.

INSATIABLY CURIOUS

We have a drive to learn. We are interested. We are open to learn from any situation. We are generous listeners.

WPO STRATEGIES 2024-2029

Pulled from SWOT, Situation Analysis, Stakeholder Expectations and Aspirations



Strategies 2024-2025

Strategies	2024-2025 Strategies	2024 Performance Indicators
<u>Financial:</u> What will drive our financial success?	By the end of 2025, revenue at \$7.8M	<ul style="list-style-type: none"> a. Membership income growth b. Sponsorship income growth
<u>Market/Customers:</u> What will drive success with our customers and in our market?	Design and employ relevant methods for tracking / assessing market opportunities and challenges (market research, competitive analysis, surveys, etc)	<ul style="list-style-type: none"> a. Retention rates b. New members c. Account expansion
<u>Internal Operations:</u> What will drive success in how we operate our business/value chain?	Streamline Core Business Processes (focused on processes that are urgent and important to steady, sustainable income growth) <ul style="list-style-type: none"> 1. Member Development 2. Talent Development (Chapter Chairs) 3. Sponsor Development 	<ul style="list-style-type: none"> a. Project leads are held accountable b. All project milestones, deliverables and impact measures are on track c. Project variances are corrected d. Project reporting is accurate and timely
<u>Foundational:</u> What will drive success within our infrastructure – people and enabling technologies	Assess current and future technology needs, upgrade internal/external technology, and build a path forward for funding and improvements.	<ul style="list-style-type: none"> a. HubSpot launch Q1 b. Member tracking reports launch Q1 c. Obtain updated member stats launched for Q4

Strategic Projects in Process

Talent Development

- New Chairs: Create and document a smooth onboarding process for new Chapter Chairs
- All Chairs: Refine “tool kit” to document key processes and content offerings as a resource for Chapter Chairs
- Create a 1st pass prototype of a Chapter Chair organization structure that works in coordination with HQ to improve and streamline process efficiency, brand consistency, and deliver value.
- Refine performance assessment and ongoing feedback process to inform the continuous improvement, engagement, impact and effectiveness of Chapter Chairs and the organization structure.
- Develop a Chair “Certification” program unique to WPO, to ensure consistent member experience globally and supports member-value creation.

Member Development

- Confirm member product offering and value proposition
- Conduct market research to determine best opportunities for membership expansion

Strategic Projects in Process

Sponsor Development

- Define ideal sponsor profile, with personalized messaging and content
- Refine sponsor pipeline in CRM system to track lead management
- Implement a lead scoring system
- Work cross-functionally to revamp sponsor package specifically for Forum activation.