# WPO Strategic Planning

**UPDATE FOR CHAPTER CHAIRS** 

**JUNE 2024** 



### 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 2024-2025

	What will drive our financial success?		
Financial	Grow income to \$7.8 million by 2025		
	What will drive success with our stakeholders?		
Customer	Own the Women's Entrepreneurial Business Market  Increase value to our Stakeholders		
Internal	What will drive success in how we operate in our business?  Streamline our core business processes  1. Member Development  2. Talent Development - CC		
Foundation	What will drive success across our culture and enabling technologies?  Build a culture for growth and success  Use technology to enable engagement, community and performance		

### CHAPTER CHAIRS HAVE "ADDED VALUE" TO THE STRATEGY PROCESS

Meeting Date	Chapter Chair Activity	"Added Value" to the overall WPO Strategy
August 2022	SWOT Input	<ul> <li>Confirmed:</li> <li>WPO Values</li> <li>Core CC Strengths in Facilitation and Group Process</li> <li>Own the Women's Business Entrepreneurial Market</li> </ul>
May 2023	Shared stakeholder value	<ul> <li>Current needs:</li> <li>Better content and technology</li> <li>Future Expectations:</li> <li>Streamlined business processes at HQ</li> </ul>
August 2023	2024 Priorities	Healthy Engaged Chapters
May 2024	Talent/CC Development Process	Roundtables on  Onboarding  Member experience  Value and Advocacy
Next?	Outreach	Talent/CC Development Project Teams

# WPO

### MEMBER DEVELOPMENT PROCESS

Awareness and marketing

Consideration and conversation

Purchase and Onboarding Retention and Engagement

Value Creation and Advocacy

Awareness

Consideration

Purchase

Engagement

Advocacy

Plan and initiate Business Marketing Campaign

- Analyze and target markets
- Develop Marketing Plan
- Launch campaign
- Confirm product offering & value
- Forecast goals
- Manage lead generation

Move prospect to purchase

- Follow-up email, calls
- Phone and inperson conversations

Streamline close of sale and clarity on value

- Online application
- Hand off to Chapter Chair
- Invoicing
- · Payment received
- New member info from hdgtrs
- Chapter onboarding

Create loyalty through value of WPO product offering delivered

- Skill building
- Chapter activities
- Regional, national events
- Promotion and connections
- Member feedback
- Renewal incentives

Spread the word and expand involvement

- Ambassadors, membership and partnership
- · WPO Board
- Impact, recognition, spotlights
- Referral programs
- Public Advocacy

# **WPO**

## **TALENT DEVELOPMENT PROCESS - Chapter Chairs**

Plan Chapter Chair talent needs Recruiting to acceptance

Onboarding first year

Member experience

Value Creation

Plan

### Recruiting

## Onboarding

### Experience

### Value Creation

# Develop a recruiting gameplan

- Forecast growth
- Assess talent
- Forecast talent needs
- Assess/refresh comp plan

### Attract & engage top tier CC talent

- Define selection plan
- Post job
- · Assess & Interview
- Select & offer (6 month review
- Announce

### Create clarity on CC goals, role, culture and practices

- Contract admin
- Virtual onboarding
- Set expectations with HQ & members
- Schedule & attend in person CC training
- Manage performance
- Assign CC buddy/pod

### Deliver WPO product offerings via exceptional chapter experiences

- Enhance group culture
- Deliver product offering
- Manage chapter activities

### Retain top talent and strengthen community and culture

- Plan and manage annual plans and feedback
- Offer CC events
- Strengthen mutual benefit of being a CC
- Offer continuous learning

# Thank you.



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