Organisational Structures for Growth

Mark Glynn
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Advanced Solutions International, Inc
We have over 3500 NFP clients around the world putting their faith in us year after year.
Our Clients Attending WAGGGS UK 2015

Girl Guides of Canada, Guides du Canada
Girl Guides Australia comprising:
Vic
NSW & ACT
NT
WA
Tas
QLD
SA
A Little More About ASI Credentials!

iMIS is Rated #1...

- #1 in total global market share
- #1 in customer satisfaction

6 years in a row

* Associations w/ $2M budget and above
* Data on charts from 2012
Lessons Learned

• Business strategy should drive your technology
• Design systems to help you achieve organizational goals
• Reliable, easy to access data is everything!
• Continuously learn from your activities through efficient data capture and analysis
• Your website is your business system!
Leadership needs clear vision across the organization based on correct data!
Lessons To Be Learned

• Massive change in communication is an opportunity to grow and thrive
• Time to Transition to Systems that Continuously Improve your Business
• CEOs must lead this transition
Organizational Change

• “information and communication technologies, must become an integral component of the organizations functioning and performance.”

• To make this happen the message must be spread beyond the IT, Membership and Development departments. C level Leaders in every organization need to be engaged!
How to Make Sure your Business Strategy Drives Your Technology Investments!

Bob Alves and Don Robertson

THE ASSOCIATION
CEO’s

GUIDE TO IMPROVING ORGANIZATIONAL PERFORMANCE

HOW TO MAKE SURE YOUR BUSINESS STRATEGY DRIVES YOUR TECHNOLOGY INVESTMENTS
Traditional Systems
Too Costly, Too Complex

- Member/Donor Portal
- Mobile
- Social Communities
- Financial Transactions
- Main Web site

Complex Integrations
Disparate Products & Vendors
High Cost of Ownership
Systems Too Costly and Complex

“What’s the **hidden, human** cost in terms of **time** and **frustration** worth?”

- Manage systems and silos
- Vendor relationships
- Integration
- Customisations
- Training & retraining
- RFP’s
• Insanity: “doing the same thing over and over again and expecting different results.”

Albert Einstein
The era of CRM is over.
CRM & Websites vs. EMS
Financial Impact on the NFP Organisations

CRM & Websites Half Cycle Approach

EMS Full Cycle Approach

Revenue

Costs
Clients Achieve Greatest Gains from a New Approach

• Use Best Practices to Drive Continuous Performance Improvement
• Focus on Member/Donor/Volunteer Engagement
  – Particularly Web Based Engagement
• Single Database/Platform
  – Consolidate as Many Applications as Possible to Reduce Cost and Complexity
  – Fuse All Member/Donor Oriented Websites and Traditional CRM Applications into One System
• Minimise Customisation that Blocks the Upgrade Path
A recent analysis by consulting firm TCC Group of nearly 2,500 non-profits has found that those exhibiting multiple ‘R&D behaviors’, such as gathering data directly from program recipients to determine how to improve programs and evaluating programs to figure out what works rather than deciding if it works, grow revenues twice as fast as those non-profits exhibiting few such behaviors, even after controlling for other factors.
A Full Cycle, Web Based Engagement Management System (EMS)
International Day of Persons with Disabilities
Thursday December 3

Celebrate our differences and similarities with our NEW instant meeting.

Read More
Continuous Performance Improvement
Best. Decision. EVER.

Don’t buy your next system without first test-driving with your own data.
Success Partnership Program (SPP)

- Provide working system for 3-4 top business issues brought forth from success assessment for you to preview
- Establish staff consensus concerning top priority needs
- Establish better Implementation plan and estimate of costs
- Deliver a business performance improvement plan
Panel Session
Kit McMahon - CEO Girl Guides
Australia
Deborah Del Duca - Girl Guides Canada
Race for Relevance

1. Overhaul the Board
2. Overhaul the committee structure;
3. Empower the CEO & Enhance staff:
4. Narrow markets,
5. Build & exploit a Robust Technology Framework
A Full Cycle, Web Based Engagement Management System (EMS)
Thank You!

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