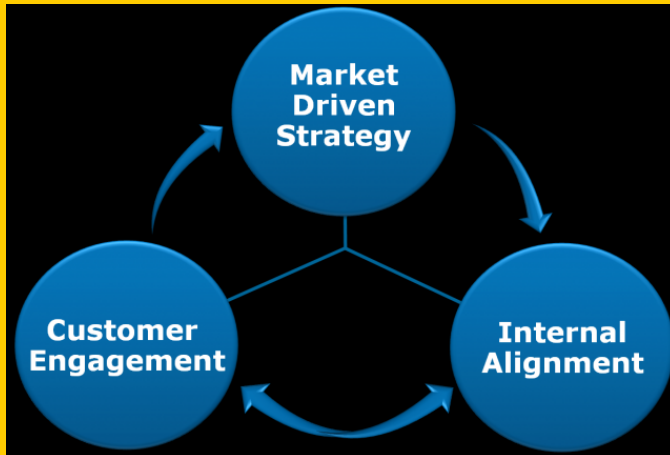


Insight Vision Focus

Is it Time for a Strategic Realignment?



Our Outside-In approach helps you assess market needs, develop strategies, and realign the organization for success.

Successful associations understand market needs, recognize the need to align what they offer to meet those needs, and employ change management strategies to adapt successfully to changing landscapes.

We help you assess, educate, and influence stakeholders to make good changes for the market, the organization and your members.

Learn more about our strategic alignment approach. Our alignment modules help you move forward a step at a time.

- Benchmarking
- Change Management
- Communication (branding, targeted messaging)
- Developing Member-Centricity

Our Areas of Expertise:

- Management /Leadership Development
- Membership Models
- Membership Retention
- Organizational Realignment
- Scenario and Strategic Planning
- Staff Development
- Performance Scorecards
- Productivity Improvement

Cathi Hight is a Kaizen consultant and president of the Austin-based Hight Performance Group.

For over 20 years, Cathi has helped associations practice Kaizen to “change for the better” and to leverage their resources to “work smarter and not harder.”



Cathi is the developer of The **Member Retention Kit**, a step-by-step guide for developing member retention strategies and retention plans. Over 450 associations in the US and Canada use the Kit to increase their retention rates. Her new program **A New Approach to Tiered Membership** helps associations increase value to members.

Cathi is a sought-after speaker, trainer and consultant. Her background in association management, sales & marketing, and membership development offers real-world strategies and best practices to develop sustainable organizations.

P.O. Box 203606 Austin, TX 78720
(512) 354-7219 www.hightperformance.com

HIGHT
PERFORMANCE GROUP, INC.

Cathi Hight

We have the keys to unlock your organizational challenges

Strategic Alignment Modules to Ensure Your Organization is Market Right

Key Community / Industry Leader Interviews:

Collect perceptions about the organization's brand, current and emerging community needs, performance on strategic priorities, and suggestions on to better serve the business community. Module includes interview design, analysis, key themes, and a summary with recommendations.

Membership / Market Survey and / or Focus Groups:

Collect perceptions from current and former members, and targeted prospects to identify their business challenges, perceptions about the organization, expectations of membership, and an evaluation of the programs/benefits offered. Module includes an online survey and optional focus groups, feedback design, analyses, key themes, and a summary with recommendations.

Organizational Review

Evaluate organizational structure as it aligns with the strategic direction and goals. Identify service and performance gaps, and recommend changes to leverage resources more efficiently. Module includes survey staff interviews, analyses, onsite sessions, and summary with proposed organization charts and other recommendations.

Chamber Industry Benchmarking:

Benchmark with those with similar identified factors to compare organizational structure, programming, and specific best practices (e.g., governance, membership models, retention). Module includes survey and interviews, analyses, key themes, a summary with recommendations.

Strategic Plan Development:

Survey board leaders on strategic issues, current and emerging roles, and priority areas. Facilitated process develops a strategic direction with goals, strategies, metrics, and objectives to achieve. Module includes survey, analysis, key themes, onsite session, and developed strategic plan.

Strategic Communication Plan

Review marketing collateral for brand consistency, target messaging, and membership value. Module includes review, new brand theme, and target messages, and implementation strategies.

Programming Evaluation

Conduct internal review on programs and benefits using pre-determined criteria. Facilitated discussion with staff determines strategies to improve the ROI to members and revenue. Module includes online evaluation, analysis, key themes, onsite session, and recommendations to realign programs and benefits for success.

Tiered Benefit Model Design / Refinement

Develop or refine the membership dues model. Using a guided process evaluate the current model, identify a new tiered structure, repurpose current benefits and determine new ones, pricing levels, and implementation plan. Module includes guided process, analyses, onsite sessions, membership model design, and an execution plan.



We have the keys to unlock your organizational challenges