

February 15, 2017
2016 ICWW Roadmap for the Future
A. Membership Survey Highlights



Methodology

Independent third-party research team was used to develop, field, analyze and report the results of this project.

Step 1: 17 in-depth one-on-one interviews with a cross-section of members was used to develop the questionnaire.

ICWW Executive Committee and four former ICWW Chairpersons reviewed and provided feedback on the survey instrument.

Step 2: Internet survey launched on October 12, 2016 to all ICWW members. Five reminder emails were sent prior to the close of the survey on November 2nd.

A total of 117 members completed the survey, for a 71% response rate.

Selected Findings

- **Overall, about a third of members are extremely satisfied with ICWW and this is driven by the great camaraderie, networking and relationship building and the ability to dial up/down participation without pressure.** Implementing elements that increase intimacy and foster personal relationships, but mitigate cliques can help.
- **Satisfaction and likelihood to nominate has a relatively low correlation (.45), suggesting that people could be satisfied, but not likely to nominate a friend.** This could be due more to the desire for exclusivity / intimacy than to something that members are not getting from ICWW.
- **Age of member is not correlated to member satisfaction.** However, there does appear to be a shift or change that may be desired after someone has been an ICWW member for 4+ years. Consider doing a member reinvigoration at year 4 of membership.
- **Diversity is desired - think business type, geography and area of expertise.** Demographic diversity is not the issue.
- **There's a great deal of consistency across questions that suggests that ICWW's members want the group to lean exclusive and intimate.** Adding 5 to 10 people per year could help balance the desire to keep things fresh, but intimate.
- **There's a desire to have greater community awareness of ICWW.** How this is executed could increase the tension to wanting an exclusive and intimate group.
- **In-home dinners exemplifies the desired intimacy and personal relationship fostering that members would like to perpetuate.** Consider exploring similar types of activities, but at different days of the week, time of day and time of year provide greater options to mitigate scheduling conflicts.
- **Replace events to keep it fresh.**
- **The every other year retreat should be revamped. Do it first class or don't do it.**
- **Leadership is by far the leading criterion for new member selection.** Focus on this attribute when contemplating future nominees.

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B. Membership Survey Observations



Consultants

Scott Hackman

- 22 years of research and strategy planning
- Past president of Akron/Canton American Marketing Association and Home Improvement Research Institute
- 13 years of teaching statistics and marketing research at Malone University
- Strategic planning management and facilitation at Vitamix, American Woodmark and The Flood Company

Dave Morawski

- 30+ years research, branding and strategic planning
- Experienced and proficient in most all qualitative and quantitative research methods, including executive interviewing
- Branding work across many types of industries including non-profit work for Project: LEARN and the American Red Cross of Medina county
- Most recent research and branding clients include North Coast Media (trade publications), Jeld-Wen (doors & windows), Ohio University, Kichler Lighting and Quadax (revenue cycle management)

Consultant Observations

- While there is always room for improvement, the ICWW concept and mission statement are solid.
 - Any changes going forward should rest on the foundation of Participation Freedom, Intimate Haven and the Stature of Members.
- Is the benefit of Professional Development clearly understood to not equate to one's own Business Development?
 - Networking for professional growth versus networking for new business.
- Are older members deferring to younger members to populate the group through nominations?
- Is the desire to increase ICWW awareness among the community, the business community or the NE Ohio at large?
 - Will an increase in awareness put pressure on maintaining intimacy and the caliber of membership?
- Respondents are open to increasing the # of members as long as intimacy and a high caliber of professionals are maintained.
- Leadership is the single most important criterion for new members
 - Can a more singular focus on leadership streamline the recruitment process and remove at least some of the subjectivity?
 - It's not about titles but stature within an organization or field.
- While the freedom to participate at one's own level is a core feature of ICWW, lack of any kind of participation over a long period of time is questionable.
- The number and cadence of events is right. On-going refreshment of the activities/content is in order.
 - Due to heavy professional calendars, earlier scheduling of events can improve attendance.
- Refresh and build new events around the core attributes of the brand:
 - Intimacy
 - Personal development (holistic)
 - Professional development through peer relationships/connections
 - Mutual admiration
 - Non-business getaways (haven)
 - On-boarding new members.