

Hypothetical Scenario

Using Organizational Characteristics as Means of Evaluation

Title: Hypothetical Scenario: Degree of Engagement

Instructions

Welcome and thank you for sharing your thoughts via this social medium.

To answer this scenario, consider that you have been given an opportunity to guide the development of a new organization, including defining its cultural norms. In looking for best practices, two options emerge. Neither is perfect, but your role is to analyze which would generate greater member engagement.

These scenarios should be read and evaluated for their own inherent ability to generate engagement; assume strategies and tools proven successful exist.

Assume the following in each case:

- member benefits are of equal quality and responsive to need;
- member represents the “individual” or “named representative of an organizational unit” as defined in the MBOs bylaws;
- association means represent a population of eligible individuals or organizations that voluntarily join together to promote and protect their mutual interests; primarily advancing the body of knowledge.

Working Draft – Option 1

Please click on the link to review them; then return to this LinkedIn page to report which you believe would generate a greater degree of member engagement and why.

Link offered takes participant to the hypothetical scenario on the next page.

Scenario 1

Organization fulfills mission by producing, marketing and disseminating information and knowledge through its programs, products, and services to individuals in various roles (members, customers, donors and constituents).

Eligibility defines the boundaries of the domain for membership; additional target audiences (customers, donors, constituents) are defined for marketing purposes.

Focus is to create opportunities of value that generates participation and purchase; value is measured by participation rates and product sales.

The value of engagement increases for a smaller percentage of those who participate in volunteerism and leadership roles.

Reason to increase engagement is to ensure organizational sustainability.

Organization operates as a business; sees itself as a brand taking action to maintain its reputation and following through on the promises it makes in its advertising and communications.

Scenario 2

Working Draft

Organization fulfills mission by building the capacity of individuals within the member universe through meaningful interaction with other members; while also producing, marketing, and disseminating information and knowledge through its programs, products and services.

Eligibility defines the boundaries of the domain; members become part of a distinctive community who enjoy rights and privileges as well as duties and obligations; a social compact of participation and contribution define the cultural norm.

Focus is to create immediate opportunities for meaningful interaction of information and knowledge among members within the member-ship community; teach members how to identify and leverage those opportunities and other member benefits that are goal-specific; value is measured by participation rates, product sales, and relevance to members' goal-advancement.

The value of engagement is experienced by everyone along a continuum where attention is given to making sure personal needs met through key connections of people and product, steps taken at pivotal points for bonds to be established and relationships forged.

Reason to increase engagement is to advance the members' capacity as a primary strategy to advancing the organization's mission.

Organization operates as an "organizational hybrid;" operates by blending sound business with community development practices; operates as an institutional change agent building and shaping the capacity of its community; mobilizing a collective force to produce positive change for the domain it represents and all who reside within it.