What’s Your Chapter’s Value Proposition?
What’s a Value Proposition?

What’s a value proposition? In one word…it’s uniqueness. What is the one thing about you and your organization that stands out from all the others, that makes you different, that makes someone looking at you say, “yes! That’s for me!”

What we will do today is help you identify your Chapter’s uniqueness and you will walk away from this session with a value proposition for your chapter.
Three Key Elements of a Value Proposition

- Understand Your Customer
- Defend Your Claims
- What's In It for Them
• Describe your customer in detail...
• Why would someone want to join your Chapter?
• What makes you special?

What’s In It for Them
• What makes your offer better than what someone else offers…or better than not joining at all?
Value Proposition
First Steps

The first steps to answering these questions is:

• Define your goal,
• Understand your strategy and guiding principles,
• Identify the type of member value you provide.

Let’s tackle these one at a time.
Worldwide, organizations will embrace, value and utilize project management and attribute their success to it.

**Vision**

**Value Proposition**

**Eminent Influence**

- Continuously Improve Stakeholder Loyalty

**Stakeholder Intimacy Perspective**

- Expand Knowledge Sharing and Community
- Advance Product and Service Leadership
- Champion PM Adoption and Maturity

**Internal Business Process Perspective**

- Strengthen Results Orientation
- Advance Leadership Continuity
- Strengthen Global and Local Accountability and Decision-Making

**Culture and Capabilities Perspective**

**Resources Perspective**

**Improve Organizational Viability**
Goals

1. 

2. 

3. 
PMI’s Membership Goal

Continuously Improve Stakeholder Loyalty

GROWTH

RETENTION
Achieving the Goal

1. Engage stakeholders.
2. Use community as a way to promote the profession and the advancement of the individual practitioner.
3. Create effective volunteer partnerships.
Goals

1. 
2. 
3. 
strategy
(strāt’ ē-jē ) n.
1. Plan of action
designed to achieve
a particular goal.
PMI’s Strategy and Guiding Principles

1. Members are the essential foundation of PMI.
2. Provide a member-focus throughout the organization.
PMI’s Strategy and Guiding Principles

3. Value the member.
PMI’s Strategy and Guiding Principles

5. Know the member intimately.
PMI’s Strategy and Guiding Principles

6. Remain relevant and current.
7. PMI places a high value on membership.
PMI’s Strategy and Guiding Principles

8. Provide opportunities to motivate and encourage membership.
9. Meet the needs of the stakeholders/customers.
10. Sensitivity to the uniqueness of members across the globe.
strategy
(strāt’ ə-jē ) n.
1. Plan of action designed to achieve a particular goal.
Creating Member Value

- ADVISOR
  - Strong relationship but substitutable products and services

- PARTNER
  - Strong relationship and differentiated products and services

- SUPPLIER
  - Weak relationship and substitutable products and services

- VALUE ADD
  - Weak relationship but differentiated products and services
This PMI partner provides an opportunity for our members to meet their peers, make new contacts, network, and build knowledge through the sharing of ideas and enjoying activities and events in their local area.
Welcome to the PMI Switzerland Chapter

Upcoming Events

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September 20, 2012, Zürich
Special Evening Event: Agile Project Management with DSDM Atern

Special PM Day 2012 event with Dr. David Hillson!

HOW MUCH RISK SHOULD WE TAKE?

Join your fellow PMI Chapter members in Celebrating the PM Day!!

As every year, the chapter organizes a special day to celebrate the International Project Management day in Switzerland. This year we are pleased to inform you that we are inviting Dr. David Hillson, famously known as The Risk Doctor around the world to present one of the most important topic around risk management. We will have two major evening events with one at Geneva and one at Zürich. Please visit the event page to register and to mark your calendar for the same.

PMI Global Congress 2012 - North America

20-23 October | Vancouver Convention Centre | Vancouver, British Columbia, Canada

The next PMI Global Congress is taking place at Vancouver, Canada!

Join thousands of professionals in project management from across the globe to participate in a program and exhibit hall that will provide practical information to increase efficiency, productivity and profitability while tackling the challenges facing the project management profession. Earn up to 19 PDUs (and even more with participation in SeminarsWorld®). Network with thousands of your professional peers.

PMI Swiss chapter presents a large integration in the local industry according to
This is a quick and easy way for chapter members to renew their PMI membership right from their chapter’s website.
Mitglied werden

Die Mitgliedschaft im PMI kostet $129 p.a. Dazu kommen $25 für das Chapter Berlin sowie $10 einmalige Aufnahmegebühr. Nutzen Sie also JETZT den günstigen Dollarkurs ;-) 

Und so geht’s:

Für PMI-Mitglieder (Berlin/Brandenburg Chapter hinzufügen)

2. Klicken Sie im Bereich Components auf "Add Chapter" und fügen Sie das Berlin/Brandenburg Chapter hinzu:

   Your PMI Component Membership(s):
   - Munich Germany Chapter
   - Berlin/Brandenburg Chapter

3. Klicken Sie noch einmal auf continue und gehen Sie dann zur Kasse.

Für Nichtmitglieder

Um Mitglied im Chapter Berlin/Brandenburg zu werden, müssen Sie Mitglied im PMI werden. Im Antrag bzw. im Webform finden Sie eine Möglichkeit, das Berlin/Brandenburg Chapter auszuwählen.

a) Downloaden Sie den Mitgliedsantrag von www.pmi.org/info/GMC_IndividualMembership.asp oder
This is a website Chapter Leaders can access to create marketing materials for their events.
Welcome to the PMI Marketing Portal

You are about to enter the central point of access to powerful marketing resources that can help you achieve a wide array of business objectives. From PMI branded print and digital marketing materials to brand resources, case studies, white papers, stationery templates, slide presentations and more, the resources to empower your marketing efforts are just a few clicks away.

In the Brand Resources section look for a user guide and tutorials on how to effectively use the marketing portal to achieve your goals. Website graphical templates and brand standards guidelines are also available via the Brand Resources link. Look in the Gallery section for examples of how PMI communities are using the portal to create customized marketing campaigns.

The PMI Marketing Portal has been designed for specific user groups:

- PMI chapter leaders and marketing representatives
- PMI community of practice council leaders and marketing representatives
- PMI Registered Education Provider (R.E.P.) marketing representatives
- PMI Global Accreditation Center (GAC) for Project Management Education Programs marketing representatives
- PMI Champions, or those who are interested in discussing PMI and project management within their organizations

If you serve in one of the roles defined above in the list of user groups, the first step to using the PMI Marketing Portal is to request access. Once your request has been processed, you may use your PMI.org username and password to log into and access all the marketing tools in the PMI Marketing Portal.
This individual is your Chapter’s resource and liaison to PMI. They help you administrate your programs and services.
This program recognizes chapters in each region for their outstanding results in member retention.
Chapter Retention Award
This member benefit is a group of online communities that provide Chapters with a valuable resource for SMEs and specific subject area knowledge.
Communities of Practice

Network and build knowledge in the virtual world

Exclusively available to PMI members, our communities of practice are interactive places for you to meet online, discuss ideas and build the profession’s body of knowledge.

Collaborate with your peers worldwide through wikis, webinars, discussion forums and blogs. Use shared documents, surveys, announcements, popular links and a member directory. Learn from others who share your interests in specific industries or areas of practice.

Participate in as many communities as you like. The more you get involved, the more you’ll enjoy your PMI membership.

Aerospace and Defense
Agile
Automation Systems
China Project Management
Construction Industry
Consulting
Earned Value Management

International Development
IT and Telecom
Leadership in Project Management
Learning, Education and Development
Legal Project Management
Marketing and Sales
New Practitioners
This program offers members access to their local chapter at no additional cost for the chapter membership.
The next hand you shake could change your career.

Get involved in the action and meet project management colleagues through a local PMI chapter.

Enhance your commitment to your career and the project management profession with a complimentary Chapter Guest Pass.

The Chapter Guest Pass gives you access to:
- Chapter Meetings
- Professional Development Days
- Networking Events
- And MORE!
Additional Membership Programs
Earn PDUs. Start now.
On-Demand Webinars

Looking for expertise and information to tackle your project challenges?

Access a library of webinars addressing project management trends, best practices, how-to-guides, and much more — all available to help you make meaningful contributions to the projects you lead or work on. Webinars were created by PMI's communities of practice.

Featured Webinars 1 hour of webinar equals 1 PDU – Category A.

Communities of Practice

Exclusively available to PMI members. Meet online, discuss ideas and build the profession’s body of knowledge.

Explore our current communities

Access the full library of webinars.

Earn PDUs quickly and at no cost by attending webinars! 1 hour of webinar equals 1 PDU – Category A.

Go to the Webinar Library
Renew your PMI membership now and be entered to win a Tablet!

PMI is offering you a chance to win a Tablet providing on-the-go access to all of your valuable PMI member benefits.

Don’t miss your chance to win. Renew now!

Renew now at www.pmi.org/RenewNow
# Tools and Templates

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The Affinity Program
Creating Member Value

- **ADVISOR**: Strong relationship but substitutable products and services
- **PARTNER**: Strong relationship and differentiated products and services
- **SUPPLIER**: Weak relationship and substitutable products and services
- **VALUE ADD**: Weak relationship but differentiated products and services
Who is your customer/member?
What’s in it for Them?
Who’s your competition?
You want your ideal customer to say: “That’s for me!”
Creating Your Value Proposition

• Reaching the online shopping community through personalization, creating value added differentiation through customer-focused services. They are not afraid to break the rules and provide a fun and surprising experience for each user every time they visit.
You want your ideal customer to say: “That’s for me!”
Acquisition – Success Stories

Click here to join now!

JOIN NOW

Click here to join now!

JOIN US

JOIN HERE
Retention – Success Stories

“I hope it’s not too much of an inconvenience for you but I’m desperate to hold onto our good members.”
Growth – Success Stories
DO YOUR PART

Meet new people

Join the excitement

BE A POSITIVE INFLUENCE

Raise awareness

Develop new talents

GROW FROM THE EXPERIENCE

Learn and serve

Personal satisfaction

Work for a cause

BE PART OF A TEAM

Face new challenges

Pass along wisdom

PRESERVE THE PROFESSION

Keep active

RAISE AWARENESS

Share your vision
barbara.lyons@pmi.org