

A Movement of Ideas for Growth Results

London, November 2015



The WAGGGS Value Proposition Journey

Sharing of Key Ideas & Lessons Learnt



Background

A focus on delivering quality, valued services that support membership growth

- The Membership Services Working Group was established by the World Board in September 2014 to oversee the strategic direction of WAGGGS services.
- Work is focusing on (i) undertaking a complete review of WAGGGS services, and (ii) exploring how services can deliver greater value to Member Organisations (MOs) and better support membership growth. Some of the key findings to date around defining a WAGGGS value proposition are summarised in this document.

Delivering value to our Member Organisations is a priority

- The World Board has agreed that Member Organisations (MOs) are the key customers of WAGGGS, with girls and young women being the end beneficiary of the WAGGGS-MO relationship.
- WAGGGS is committed to responding to feedback from MOs and the research of the Membership Services Working Group by actively realigning its core services and ways of work to deliver greater value to MOs and better support membership growth.



Some useful definitions

WAGGGS

- WAGGGS is the central body of the GG/GS Movement; the 'business' organisation that provides services to MOs.
- It collectively refers to all staff employed by WAGGGS and all volunteers contributing at both governance and operational levels to deliver the WAGGGS strategic and operational plans.

GG/GS Movement

- The Girl Guide / Girl Scout Movement refers to the totality of everyone involved in Girl Guiding & Girl Scouting around the world contributing to achieving the Mission and Vision – including girls, volunteers, MOs, supporters, funders, partners and WAGGGS itself.



A value proposition

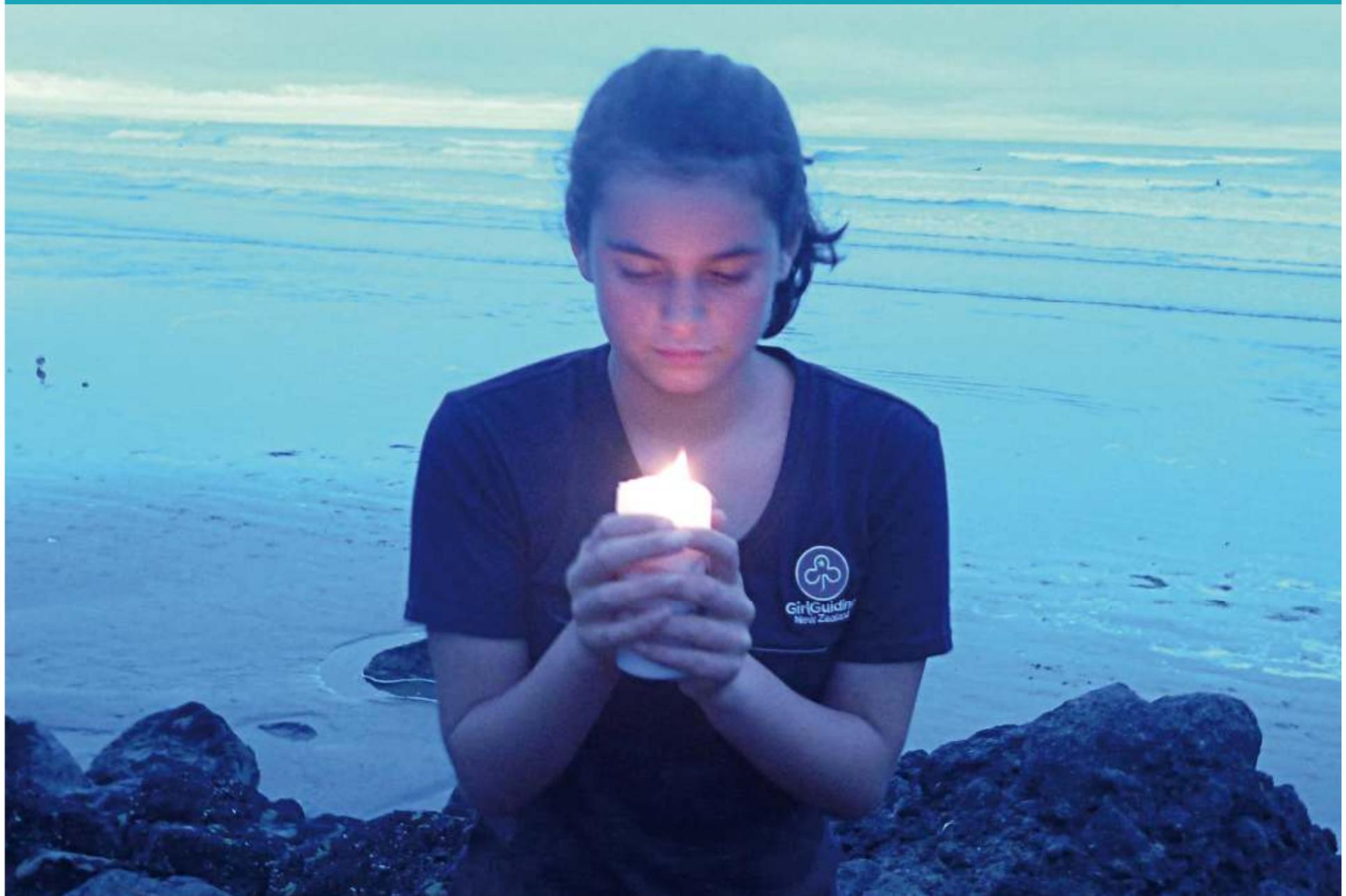
A value proposition articulates the essence of the business services that are delivered by an organisation (that is, what will be delivered to members). It defines what the business will do or make happen in its members' lives to help them feel successful. It strengthens the emotional connection members have with the organisation.

A value proposition is NOT just a list of services, a membership benefits statement or a unique selling point; nor is it a list of brand essences or a promotional message.

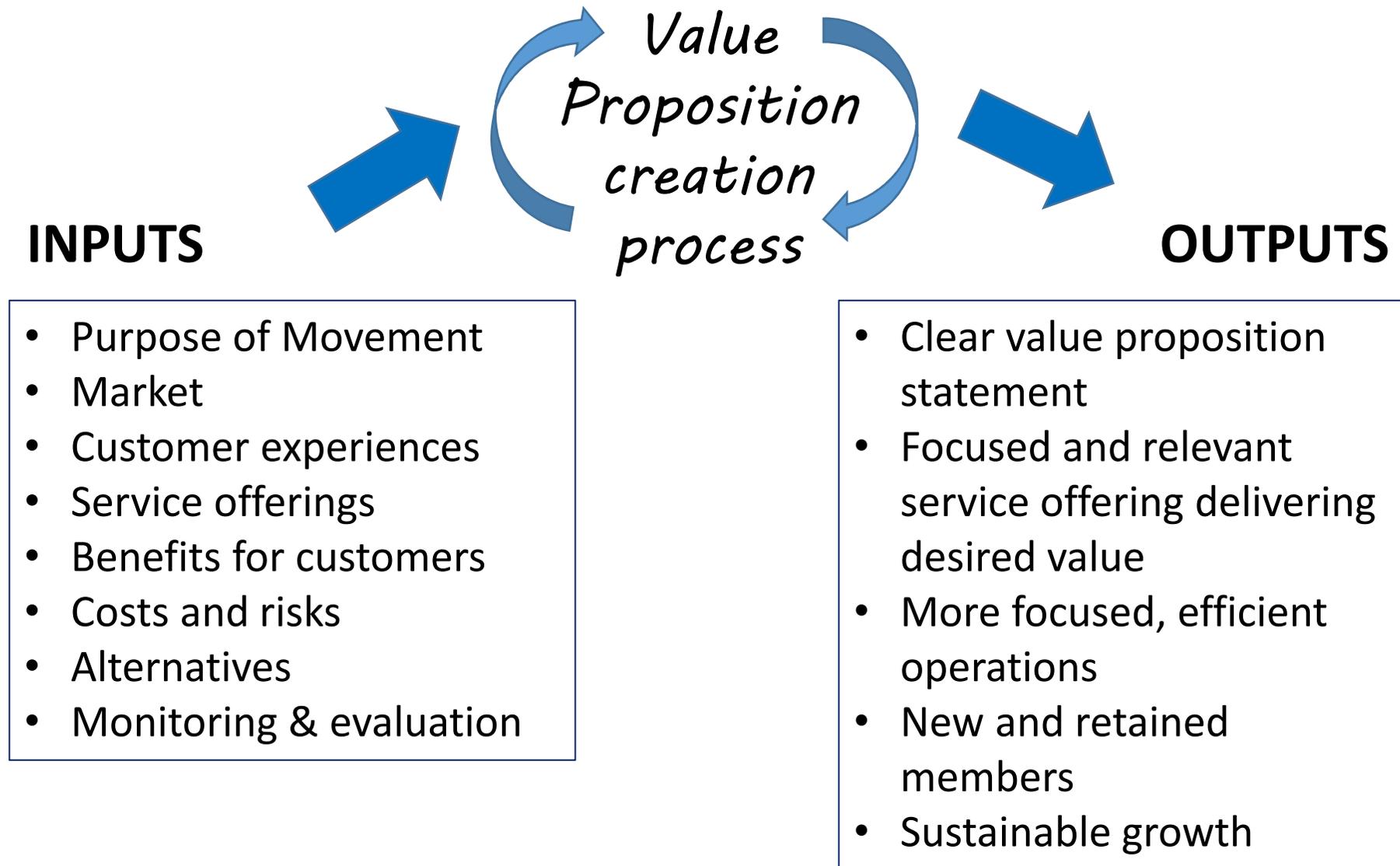
Why define a value proposition?

- A value proposition statement will make it clear to MOs what WAGGGS intends to deliver of value to them to help them succeed.
- A value proposition statement will help ensure WAGGGS designs services and focuses resources to provide all elements required for ensuring a thriving GG/GS Movement.

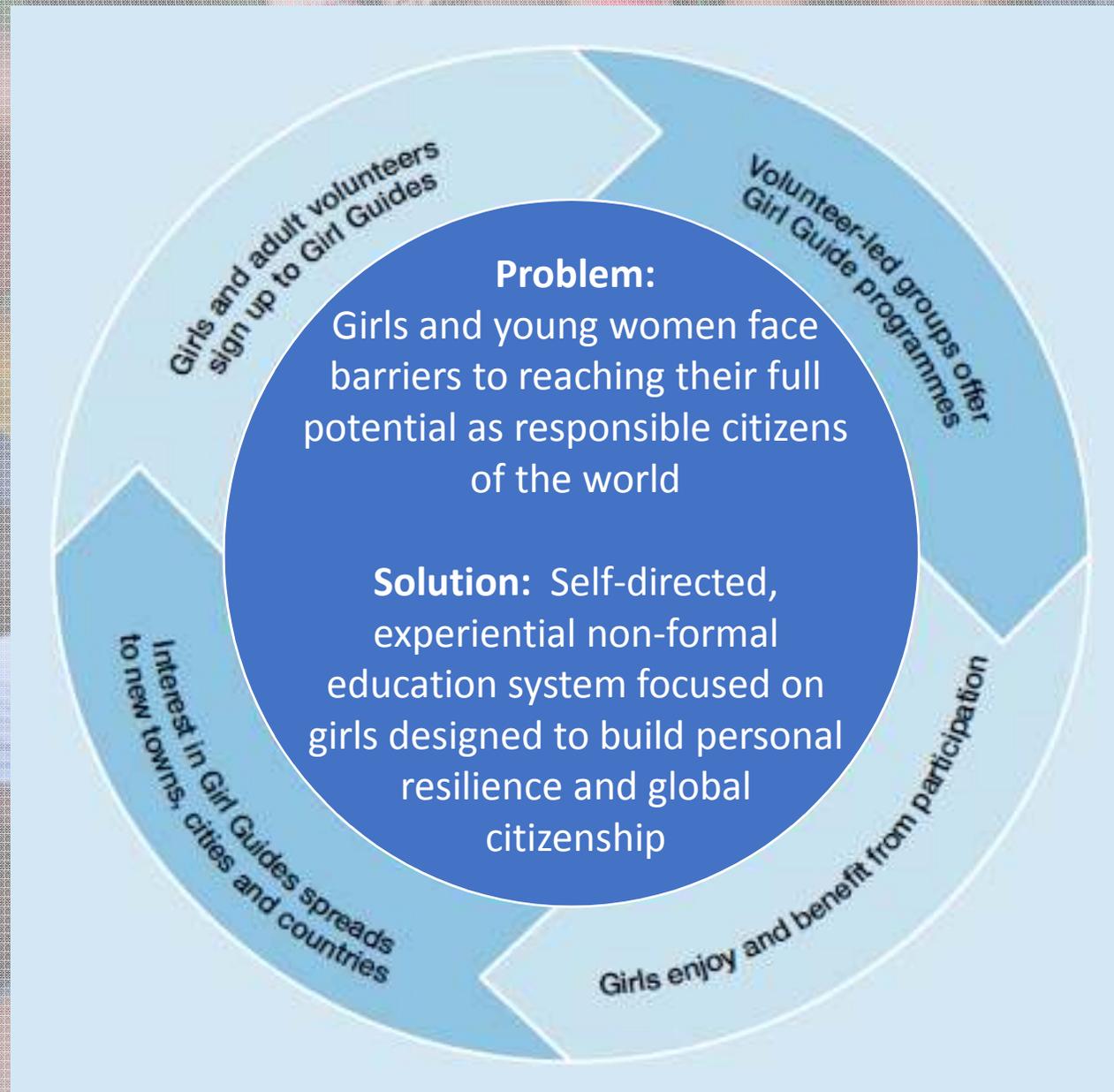
What do you value?



Creating a value proposition for WAGGGS

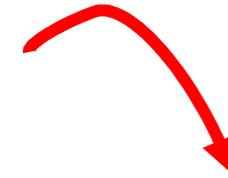
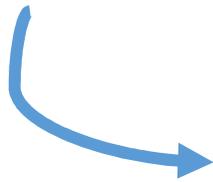


Reflecting on the bigger picture: the GG/GS Movement



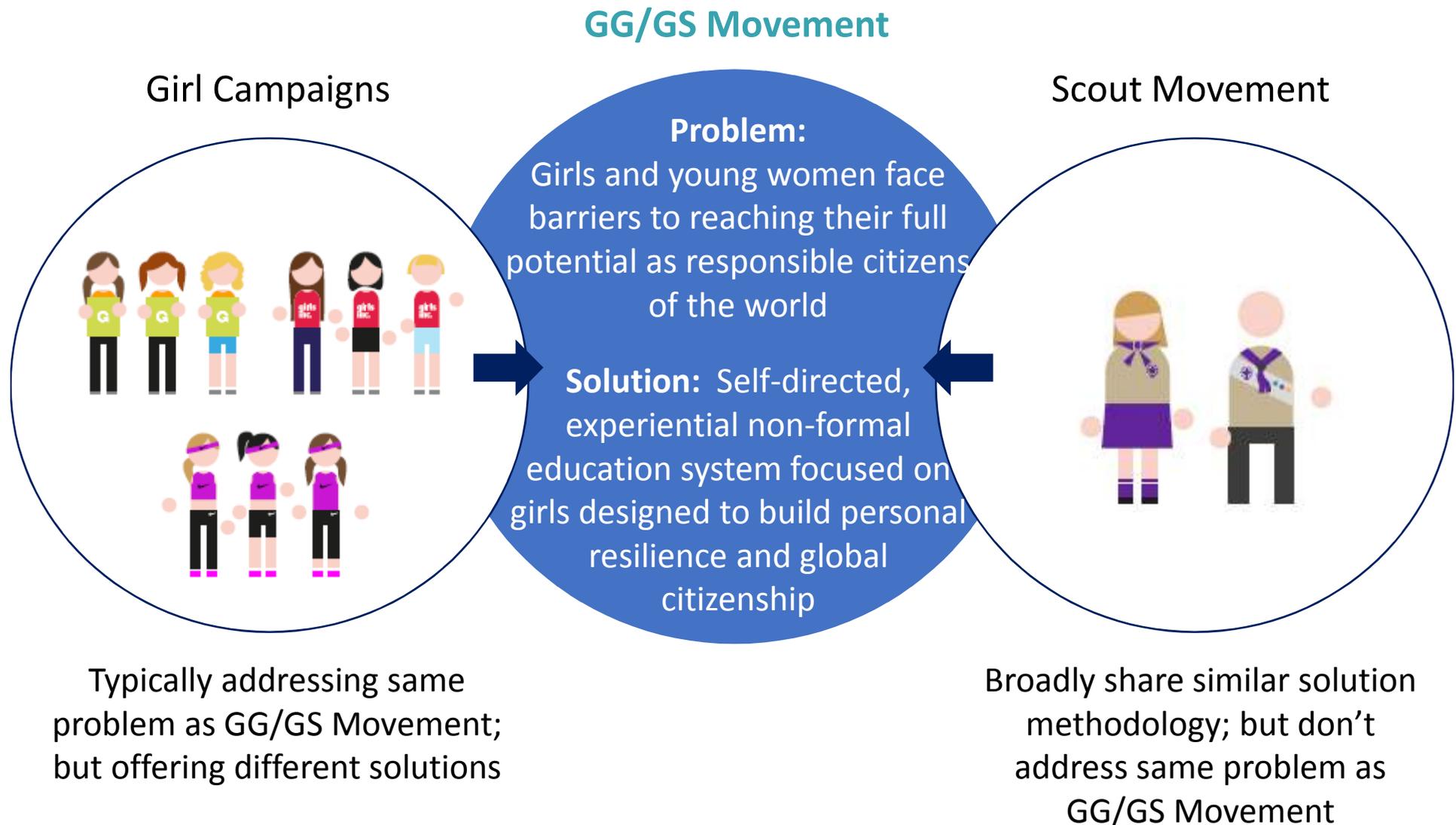
Defining the core problem & solution is necessary

Need to be able to articulate the central reason why the GG/GS Movement exists

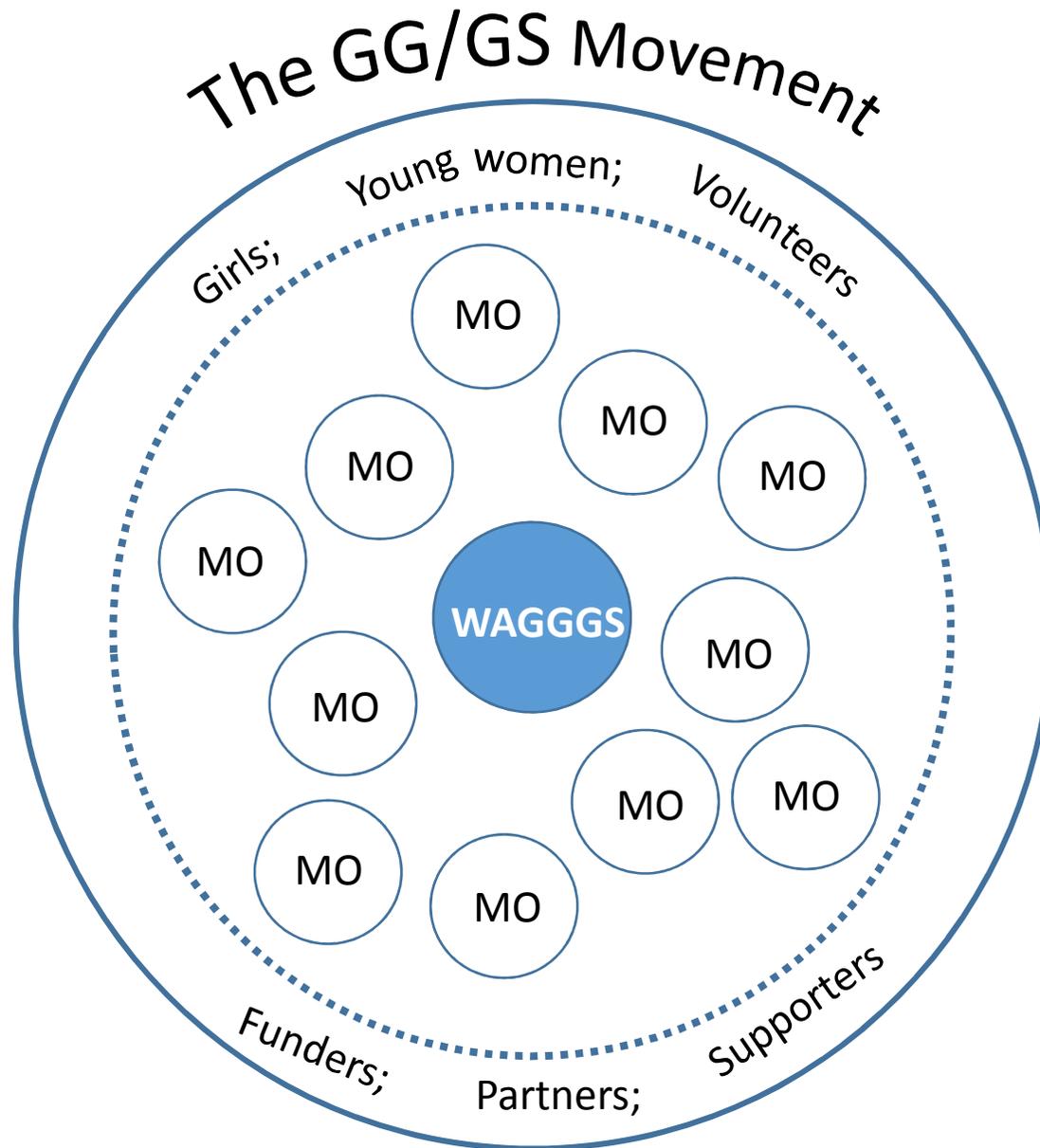


Can then translate into how the Movement should look, speak, act; & what services WAGGGS can deliver that will be of value to MOs and ensure a thriving Movement

Clarity on core purpose highlights differentiators



Coordinating bodies of the GG/GS Movement



*WAGGGS and its
Member
Organisations are
the coordinating
bodies of the
GG/GS Movement
- together we are
responsible for
ensuring a thriving
GG/GS Movement*

The role of coordinating bodies



Keeper of the flame

Reaffirm Mission and the essence of what the GG/GS Movement does; and demonstrate impact of the Movement on the world (both inside and outside the Movement)



Developing and growing

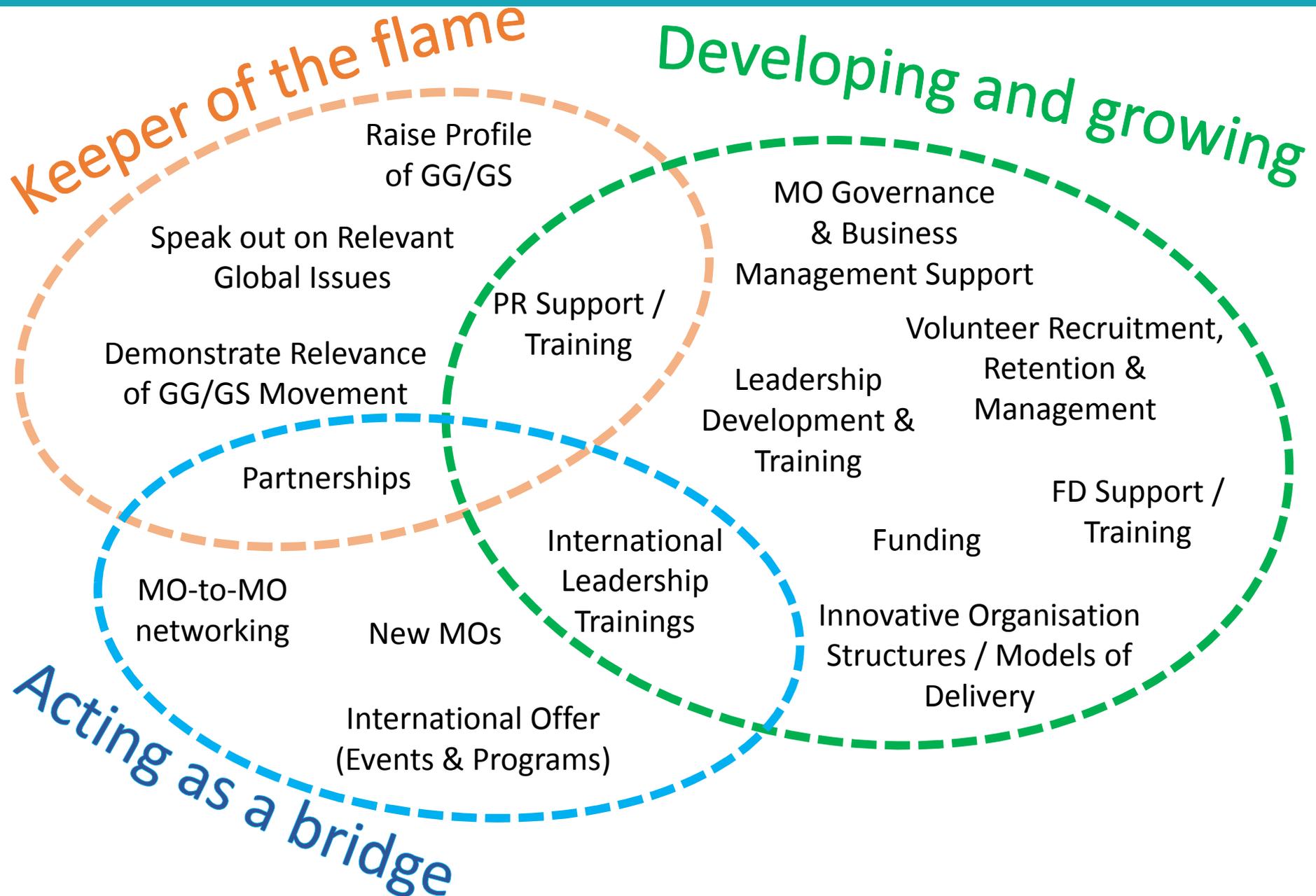
Provide tools and support to grow the Movement, focused on delivering high-quality GG/GS experiences



Acting as a bridge

Strengthen connections between members of the Movement; connect with other like-minded organisations and partners; bridge gap between members & non-members

WAGGGS services : supporting a thriving Movement



Delivering value to Member Organisations



The value WAGGGS offers MOs is that we work on their behalf to keep the GG/GS Movement thriving. We do this by being the voice of the global GG/GS Movement, by helping build strong Members Organisations to grow the Movement, and by strengthening connections between every Member Organisation, volunteer and Girl Guide / Girl Scout across the world.

Translating into priorities for national organisations



Keeper of the flame

Promote what the GG/GS Movement is working to achieve (mission) and the unique way of how we do it; speak out on issues that matter for helping girls reach their fullest potential; measure, monitor and promote impact of GG/GS in your communities; build partnerships



Developing and growing

Share and utilise WAGGGS tools and programs, and/or develop and utilise your own tools and programs to support your local regions, districts, units to grow GG/GS, focused on delivering high quality girl and volunteer experiences



Acting as a bridge

Connect your girls and volunteers to one another across your country; connect with other like-minded organisations and partners; help your members connect to non-members; act as a bridge to connect your members with members all over the world through WAGGGS

Group discussion

1. How well do you think your MO delivers across the three activity areas of “Keeper of the Flame”, “Developing and Growing” and “Acting as a Bridge”? How could you add more value to the global GG/GS Movement and your members to help grow the Movement?
2. Who are your key customers? How do you know you are delivering services that are valuable to them? How could you add more value to your service offering to grow your organisation?



Building a value proposition – an action list

1. Understand who your customers are and their specific needs and motivation to belong to your organisation
2. Define and understand precisely what your members value
3. Map, define and categorise the services you offer or define new ones; prioritise them based on their value to your members and the role your organisation has within the GG/GS Movement
4. Understand what the alternatives are in your country, and how / why your organisation is different
5. Articulate your value proposition and deploy across organisation
6. Monitor and evaluate your ability to deliver value to your members



Personal reflection

1. Note down one idea that has been sparked by what you've heard in this session around how your MO can deliver greater value to help the GG/GS Movement grow.
2. Of the ideas explored in this session, what is one important thing you will ask your MO to consider taking action on when you return home?



Key takeaways

- ❖ Building a value proposition for your organisation will:
 - ✓ Help you define your key customers and enable you to more effectively engage with them with a clearly articulated value offer
 - ✓ Facilitate focus in the organisation and help ensure resources are allocated in the most impactful way
 - ✓ In conjunction with your brand, a value proposition statement will streamline communication and messaging to your members and your supporters / funders
 - ✓ Support you to develop your services and products so that you continue to deliver better value to your members over time



