

MGA Strategy Playbook

MGA Retreat Outcomes & Path Forward

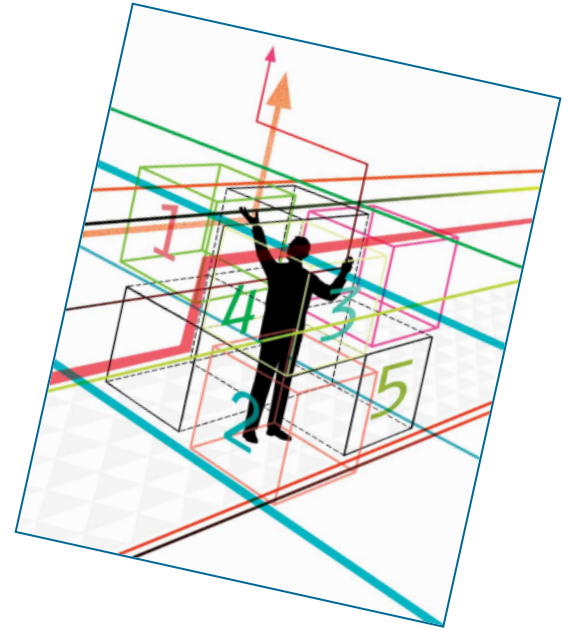
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A Playbook for Strategy

A simple framework that requires answering these five fundamental questions:

1. *What is our winning aspiration?*
2. *Where will we play?*
3. *How will we win?*
4. *What capabilities must be in place?*
5. *What management systems are required?*



The framework need not be overly complex

Strategy is about making difficult choices

MGA Winning Aspiration

To be the best in class association for technical professionals in the world by

1. Delivering an exceptional membership experience (50% or more of members rating as IEEE membership "top box" or "very satisfied")
2. Expanding IEEE's global membership presence.
3. Developing and supporting a positive professional development experience for volunteers who deliver the IEEE experience.

Where does IEEE Play?



Geography

- Anywhere on earth relevant to the IEEE fields of interest
- Additional Focus placed on
 - China
 - USA
 - India
 - Japan



Life Cycle 'Markets'

- Pre-University
- Undergrads
- Grad Students
- Young Professionals
- Academics
- Researchers
- Practitioners
 - Tech Path
 - Management Path
- Women in Engineering
- Retirees

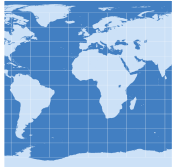


Lines of Operation

- Membership
- Careers
- Networking
- Discounts
- Conferences
- Technology
 - IEEE Societies
 - Disciplines of Established IEEE Societies
 - Future Directions (New and Emerging Technologies)
- Continuing Education
- Periodicals
- Standards

Where Will MGA Play?

Geography



- Anywhere on earth relevant to the IEEE fields of interest
- Additional Focus placed on
 - China
 - USA
 - India
 - Japan

Life Cycle 'Markets'



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How will we win?

- By delivering high quality IEEE branded products and service to meet gaps in member satisfaction
- By having volunteer and geo units participating with the winning aspiration and associated objectives
- Through locally authentic strategies and experiences
- By exploring and implementing innovative and experimental models for member engagement



Expanding Global Outreach

- ▶ International partnerships inspire innovation for those who develop and deliver technology solutions.



New Markets

Local Programs

Product Innovation

Global means doing
what is needed
locally, everywhere.

2014 MGA Priority Projects

- Professional Productivity & Collaboration Tools
- Sections Congress 2014
- Careers – develop a comprehensive plan to improve career offerings in the IEEE
- Young Professionals - transition from GOLD
- 2014 IEEE WIE - International Leadership Conference (ILC)
- GeoUnit Vitality - Dashboard, VOLT
- Implementing Regional Geographic Strategies
 - MAWs , Region 1-6 Focus, global growth (China, India, Japan)

What is our winning aspiration?

To be the best in class
association for
technical professionals
in the world

Where will we play?

Geography

China
India
USA
Japan

Life Cycle

Undergrads
Grad Students
Young
Professionals
Practitioners
Women in
Engineering

Lines of Operation

Membership
• Careers
• Networking
• Discounts
Conferences
Technology
• Future Directions

How will we win?

High Quality
Products, Services,
and Opportunities
for Members

Well Trained and
Engaged Volunteer
Leaders

Locally Authentic
Experiences for
Members

Nimble
Experimentation

What capabilities must be in place?

What management systems are required?

The Path Forward

- MGA Volunteer Engagement
 - Discussions with volunteers leaders
 - Align volunteer activities around aspiration & playbook
- Capabilities & Systems still need work
- Strategy Playbook Ad Hoc Committee

Introducing IEEE youngprofessionals

- ▶ **What:** Transition from GOLD to IEEE Young Professionals
- ▶ **Why:** Improve member awareness and recognition
- ▶ Other changes coming for 2015: (August 2014)
 - ▶ Young Professionals will become a “Membership”
 - ▶ Members within 15 years of first degree will be included by default



Students & Young Professional New Web Pages Launched

- More engaging
- Social Media Integration
- Improved focus & relevance for audience
- Much easier navigation



2014 IEEE Women in Engineering International Leadership Conference



Objective

To **elevate, educate and inspire** technology professionals, by providing leadership development opportunities necessary for elevation in their careers

Theme

Lead Beyond. Developing Inspirational Women Who Change the World

Location: Westin San Francisco, CA, USA
Market Street

Date: May 1-3, 2014 (pre-reception May 1st)

Prominent industry leaders confirmed
as Keynotes and Speakers

For more information visit <http://ieee-wie-ilc.org/>
- website under development -

IEEE ResumeLab

ieee.org/resumelab

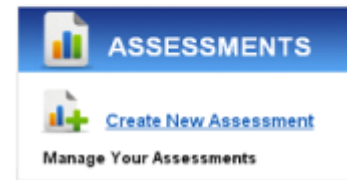
Launched
31 January

New member benefit

- Create resumes and cover letters using customized templates
 - Built-in training & tool tips
- Build video resumes and work portfolios
- Take mock interviews with 900+ practice interview questions
- All publishable to sharable website



IEEE ResumeLab



Contact: Rory McCorkle : r.mccorkle@ieee.org

IEEE Fellows Program Celebrates 50th Anniversary

- 293 Fellows newly elevated
- All active Fellows received a Fellow medallion in honor of the 50th anniversary
- Fellow Directory Launched - www.ieee.org/fellows
- Deadline for the 2015 Fellow Class is 1 March 2014



Innovation Projects from MGA Retreat (preliminary)

- Innovation projects from Retreat
 - Geo unit vitality projects & vitality dashboard
 - Bodies of Knowledge & PPCT
 - Young Professionals
 - Volunteer Leadership Curriculum via Sections Congress
 - Young Professional “Rock Stars” Lectures

Outcomes of retreat (preliminary)

- VC Member Development
 - Engagement of PPCT communities
 - Improvement of Member experience roadmaps
- VC SDEA
 - Implementation of Japan & India strategy
 - Country metrics
- VC Geo-Units
 - Performance-based
- VC IT
 - vTools adoption & improvement
 - Roadmap for vTools
 - PPCT Tools