



Moving Forward Together

Barb Sido, Executive Director

8/18/2017

National Active and Retired Federal Employees Association

1

Notes:



Listening and learning

Starting with a blank slate

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Notes:



Some observations

- **Strengths**
 - Committed members, leaders and staff
 - Off the charts retention rate
 - Recognized expertise
- **Challenges**
 - Complex business model draws resources away from mission-aligned programs
 - Need for a clear, consistent value proposition
 - Member needs get lost in the dialogue

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3

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Advocacy: The current situation

It's a wonderful NARFE

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Membership & marketing: The current situation

What do I get for my money?

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Knowledge resources: The current situation

Knowledge = Value

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6

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Brand

What do people think of when they think of NARFE?

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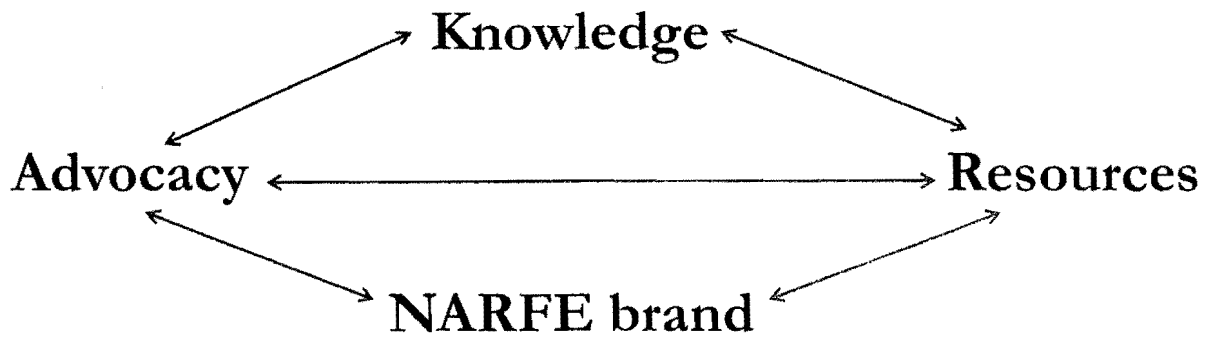
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7

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One way to look at it



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Business model

**How does the organization
create, deliver and capture
value?**

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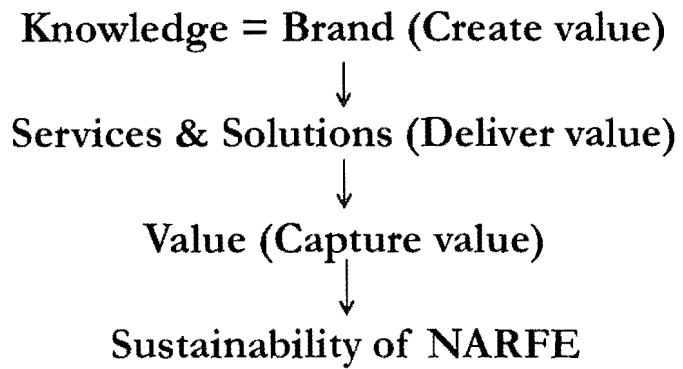
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9

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NARFE business model



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10

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Vision

NARFE is the go-to resource for and about the federal community.

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11

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Aligning action with strategy

- After the strategic plan comes the operating plan
- Allocating resources to the business model: Creating & delivering value
- Accountability

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12

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Aligning action with strategy

- **Possible operating plan items**
 - Develop and implement a grassroots advocacy program
 - Expand the Federal Benefits Institute
 - Design and distribute resources that demonstrate the value of membership
 - Test and launch a brand platform
 - Assess and adapt business model

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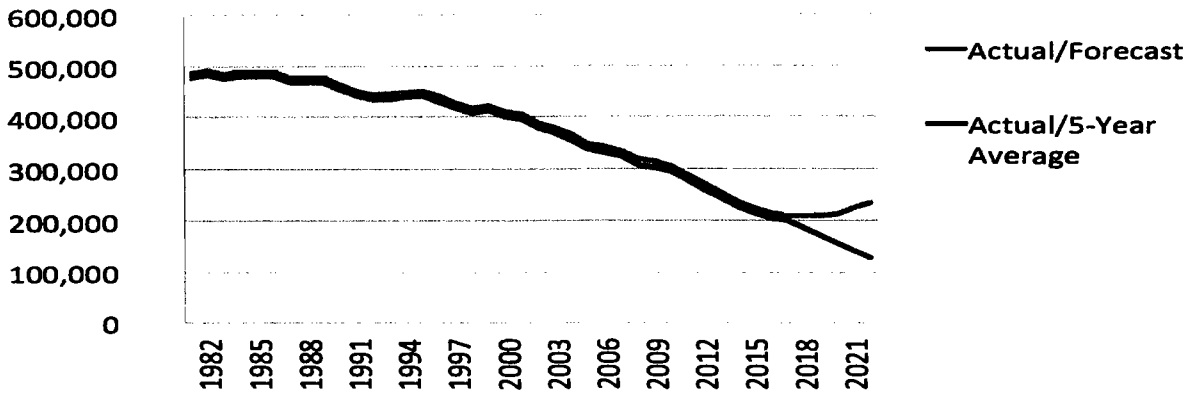
13

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Progress . . . but more work to do

NARFE Membership Curve



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14

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**Change is hard,
but necessary.
Expectations need to be
ambitious but realistic.**

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15

Notes:



We're all in this together.

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16

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I want to hear from you.

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17

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