

Individual Members' Survey

A snapshot in time

By Pierre Woolridge, NZIM Central Board Director

PASSION

NZIM Central has been conducting surveys of individual members for some years. So what does the latest survey tell us? Well, first of all, and I guess it's safe to say this, members are passionate about NZIM. Survey replies came back very quickly. Indeed, within an hour or two of being e-mailed, replies started coming back. By the end of the first day around one third of the completed questionnaires had been received (by the close of day three some two thirds) and some 32% of our individual members replied. This is very pleasing, particularly as the Marketing Department at Victoria University advise us that 5% - 6% is the norm for a web based survey of this kind. And just to finalise the overall stats, the survey elicited some 266 replies.

THE BEST BITS

Like many people, I'm interested in the good bits and the not so good bits. What have we got right and where does the scorecard say, "Could do better!" Overall, the results show that we members, believe that NZIM has got it right. Communications are seen as fine, our products and services are fine and generally, NZIM has put in a credible performance. But what of the specifics you say? Well, the first set of questions is about the supply of management information, Training and Development, and networking. The news is all good.

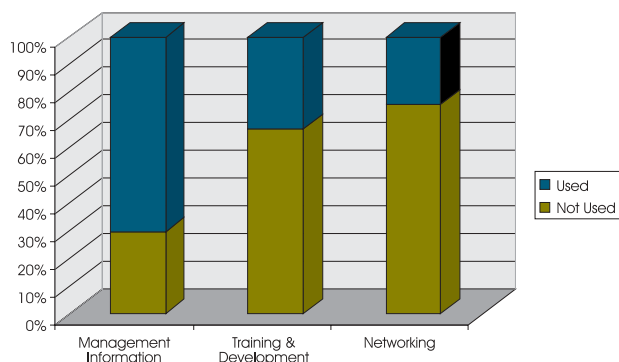
Management Information. From a range of 1 (poor) to 5 (excellent) all indicators have an average score greater than 3, with the Management Magazine rating being just above the 4 mark. Indeed over 17% of the votes gave NZIM a score of Excellent (5).

Training and Development. Overall, our score is even greater than the information results. Some 26% of the votes returned an Excellent vote (at the other end of the scale only one service received a Poor rating). The newly relaunched Mentoring Programme, for example, rating an average score of 4.2.

Networking. The services ranked here also received a high score, with all services rating either a 3.9 or 4.0.

Overall. So has NZIM got it right? As with any statistics, it depends. Considering the above results, the answer is YES. Yes, but ... those who have used a particular service are enthusiastic about that service. But it is also interesting considering the number of replies that said a member did not use a particular service. Overall, response to the questions 'Not Used' and 'Used' are skewed towards the 'Not Used'. This is fascinating. Approximately 30% of the replies had 'Not Used' "ticked" for the Management Information services. Some 67% of the replies for the Training and Development set of questions returned a 'Not Used' highlighting the fact that NZIM's Training and Development are mainly used by corporate members. Finally, the Networking group of services elicited a 76% 'Not Used' response.

Marketing Opportunities



YOUR ASSISTANCE

What a fantastic marketing opportunity! As we all know, it's considerably cheaper to sell to existing clients (members) than it is to attract and sell to new members. Now

clearly, some of the figures can be mis-leading. For example, it is not viable to hold monthly regional functions in all the cities that Central has members in. So that will reduce the opportunities in some arenas. Other services, are targeted at a particular market - Business Women's Forums, immediately springs to mind. So again, that will reduce the opportunities.

Nevertheless, I'll like to think that NZIM, and in particular NZIM Central will be looking to improve these ratings, shifting individual members from the 'Not Used' into the 'Used' category.

This attempt to shift members from the 'Not Used' to the 'Used' category needs your commitment. Make a New Year's resolution, even if belatedly, to sample more NZIM services. Bring clients, colleagues, and staff members to NZIM functions. Spread the word - circulate that Central Link Newsletter, Management Magazine, and Management Brief.

Pierre Woolridge is a Director of NZIM Central. He also manages his own web site development company p-Inspire, and was responsible for the creation, delivery and analysis of the Individual Members Survey for 2003. - "Thank you Pierre".

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