

A Boy Scouts of America Shared Learning Event

Implementing Net Promoter™ Programs For Non-Profit Organizations

Join us this fall for a targeted series of round tables and hands-on work sessions to develop a framework to foster exceptional membership experiences and growth. Sessions pull from the lessons of “Voice of the Scout”, the NPS-based membership program employed by the Boy Scouts of America.

DATES

Sept. 18 1:30 p.m. – 5:00 p.m.
Sept. 19 8:30 a.m. – 5:00 p.m.
Sept. 20 8:30 a.m. – 11:00 a.m.

PLACE

The Element by Westin
3550 Highway 635
Irving, Texas

COST

For meals & materials:
\$225 per person
\$175 if by 7/15

WHAT IS NPS?

The **Net Promoter Score™ (NPS)** offers participants a straightforward way to identify and make decisions using membership experiences as a guide. By identifying where improvements *that matter most to members* can be made, NPS fosters the effective delivery of missions and long-term membership growth.



Participants are encouraged to bring current examples of performance management or strategic management plans, as the purpose of this workshop is to offer a NPS framework to begin a “Voice of the Member” at your organization.

Wednesday 9/18

1:30 p.m. - 5:00 p.m.

Plenary: Why Consider a Voice of the ‘Customer’ Program?

Jim Rogers, CEO
Kampgrounds of America

Need & Readiness-

Foundational Considerations

Mike Watkins, VOS Program Manager
Boy Scouts of America

NPS Connection for Non-Profits

Howard Olsen, CEO M3 Planning

Identifying Non-Profit “customer” groups

Mike Watkins

6:00 – 7:30 p.m. Networking Dinner



Thursday 9/19

8:30 a.m. - 5:00 p.m.

Plenary: Performance Excellence with a “Listen, Learn & Act” Approach

Tommy Gonzalez, City Manager—Irving, TX

Listening- Commitments to Communicating

Cammy LoRé, CustomerClout Director
M3 Planning

Learning- Get Beyond the Number and Into A System

Howard Olsen

Accountability and Actions-

Making Accomplishments Matter

Tom Fitzgibbon, Western Region Director
Boy Scouts of America

Building Systems for Measurement

Howard Olsen
Cammy Elquist LoRe

Friday, 9/20

8:30 a.m. - 11:00 a.m.

Acting- Importance of VOS in a Crisis

Gary Butler

Adjourn & Box Lunch

Register Online Today!

\$225 per person

\$175 if paid by 7/15

Includes all materials and meals.

<http://mystrategicplan.com/nps/>

Element DFW North

877.782.0151

Hotel Block Rate Code:

“Net Promoter Conference”

\$119 until 9/1, includes
suite and airport shuttle.