

# 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: Themes within VOS, Listen, Learn & Act

Gary Butler, Assistant Chief Scout Executive  
Operations, Boy Scouts of America

### 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

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### 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.