

How can associations/societies adapt or should they?



Caroline Nugent - Director of HR
NED & Trustee of Chartered Institute of
Personnel and Development



Financial
Ombudsman
Service





oneSource
supporting public services



Challenges we face



-  - membership cards changes
-  - mission to reconnect with children
- Communicate – do you really? Your websites...
- 25% of young employees aged 35 = five jobs – professional commitment?

- Are young members prepared to pay
 - if a USP exists eg young mediators Assoc but risk to existing bodies



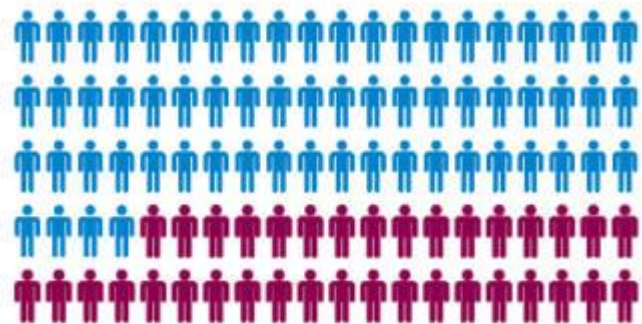
- Accenture - 77% of millennial and Gen Z say they are interested in curated subscriptions to products or services even toothbrushes and shavers.....
- Younger generations are willing to invest and part with their money but they need to see the value this will add to their lives, not just their work!



"And this is Bert, our intern. He's been with the company for 46 years!"

On the typical Trustee Board...

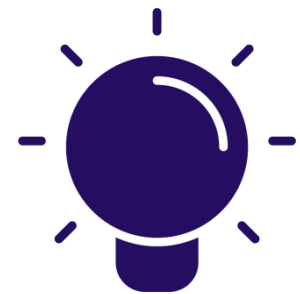
64 per cent are male



■ Male ■ Female

Taken on Trust: The Awareness & Effectiveness of Charity Trustees in England and Wales 2017

- Average age = 61.
- 8,000 - average age of over 75 years
- 92% = white,
- 5% responded to a job advert
- 3% of foundation trustees under 45
- 0.8% of trustees are under 25,
- 2014 research - demonstrated that 85% of under 35s would consider becoming trustees.....



Leigh Buchanan - *Meet the Millennials*

“One of the characteristics of millennials, besides the fact that they are masters of digital communication, is that they are primed to do well by doing good. Almost 70% say that giving back and being civically engaged are their highest priorities.”

The desire to find parallels between personal and work goals can ultimately benefit organizations, especially those that focus on public service.

When it goes right



- Rapha Cycling Club



- Business must buy in - link to CSR? and so must your family

- promote a wider wellbeing vision - not just focused on benefitting existing members - have a programme for identifying and assisting those who wouldn't normally have access to societies

- Future 
- Mentoring – social mobility





- BMJ 2016 study on volunteering on wellbeing
- An increasing amount of people are starting to question their relationship with technology in 2018. What was once praised as the golden age of connectivity is now being criticized for its ethics, monopolies and lack of transparency and control

What else can we do

- Communicate!
- Business plans – rebrand PPMA
- Marketing strategy
- Technology
- Flexibility – not London or evenings or day.....
- Tailoring of information
- Fiscal responsibility – sponsorship, should we pay for roles?
- Welcome feedback – put yourself in their shoes
- Admit mistakes



Sharing – an MOU



- collaborate for collective voice
- cross-sector talent development opportunities
- regional events
- share good practice
- joint responses to consultations



Wikipedia and Encarta

“Statistics are like bikinis.
What they reveal is
suggestive, but what
they conceal is vital.”

