

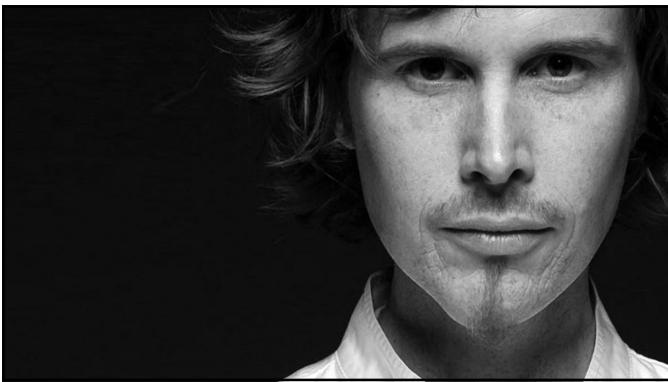
Making Remarkable

MAKO 2019
April 15

AL
adamlegge

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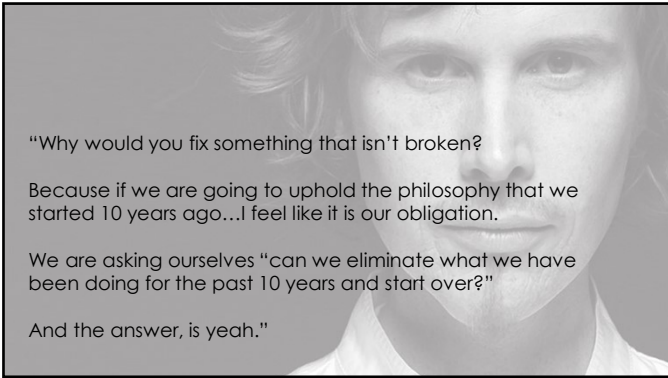
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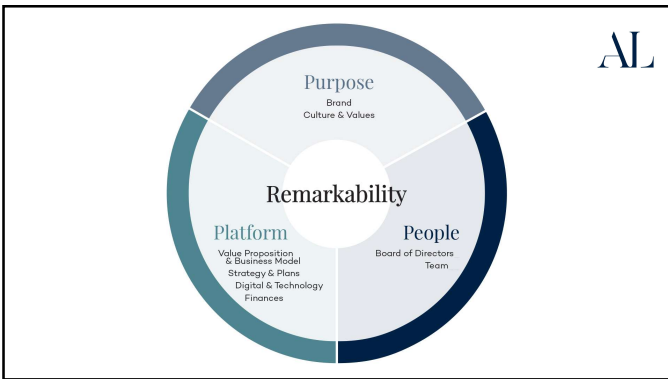
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Mind over matter

7



Remarkability takes...

Curiosity

Adaptability

Commitment & Courage

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Calgary Chamber Outcomes

- 100% staff enjoy coming to work
- 84% member retention rate
- Average 2.85% annual membership growth rate
- Top tier executive level board
- High performance team
- Profitability
- Brand engagement and improved recognition
- Results – policy and advocacy, program and service, member satisfaction, net promoter score

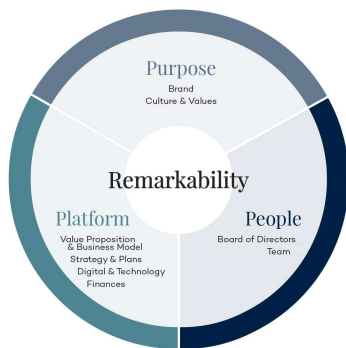
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Remarkability - Deconstructed

10

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Purpose: Brand and Why

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Brand and Why

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Reason for existing
Promise

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Brand and Why

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- Remarkable is:
 - Defined purpose or why statement
 - Clear, compelling and inspiring brand position
 - Brought to life by embedding in all facets of organization

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Brand and Why

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Create connections to help make our members more successful.

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Purpose: Culture and Values

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Culture and Values

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What you value and how you conduct
yourself

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Culture and Values

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• Remarkable is:

- Bold and inspirational
- Meaningful and deeply held
- Lived and activated

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PROFESSIONALISM

THAT'S NOT MY JOB

AL

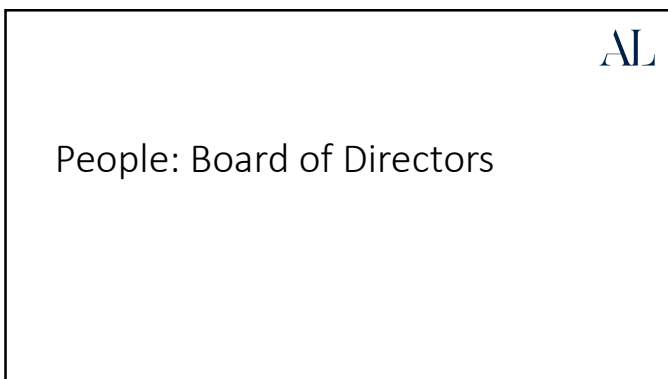
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Board of Directors

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Future focused, performance oriented, highly skilled and there for the right reasons

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Board of Directors

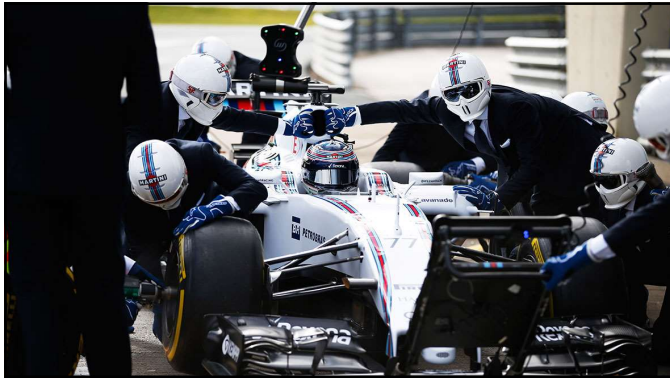
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- Remarkable is:
 - Focus: Long-term, outcomes, strategy, fiduciary, support
 - Form: Diverse, skilled, aligned to need, right committees
 - Frame: Streamlined meetings, agendas, policies

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People: Team

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Team

- Remarkable is:
 - Strong leadership team
 - Values based HR ideology
 - Coaching and performance based approach
 - Rewards and recognition, tied to values

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45%

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Calgary Chamber

DO WHAT'S RIGHT MAKE AN IMPACT
GET IT DONE NEVER STOP PUSHING



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100%

33

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Platform: Value Proposition

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Value Proposition

Solves a problem or meets a need for target market

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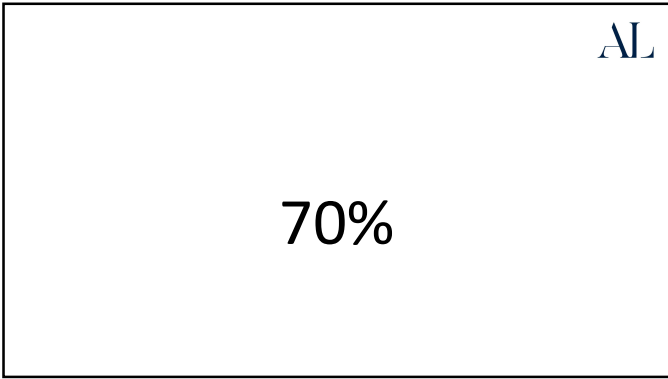
Value Proposition

- Remarkable is:
 - Defined target market
 - Offering that meets need or solves problem
 - Research on needs & testing of options
 - Willingness to abandon

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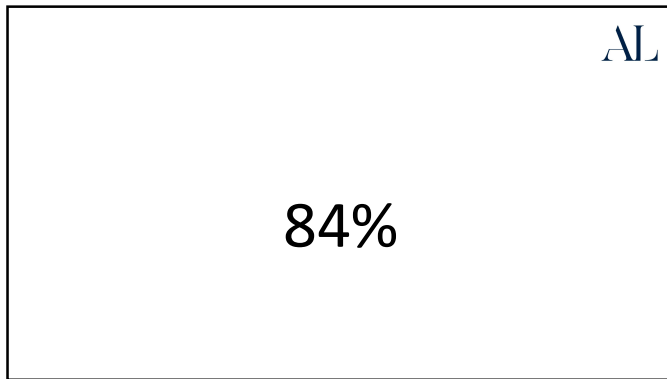
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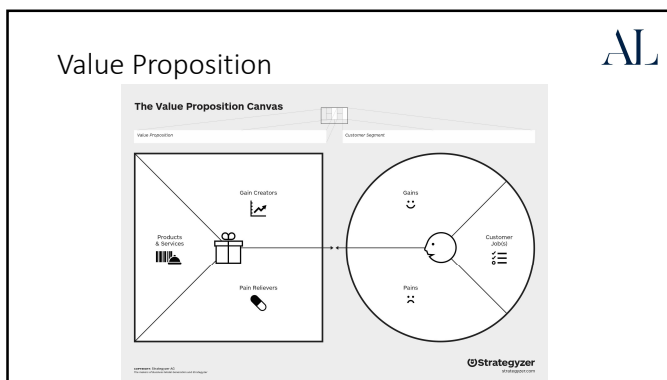
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Lancaster Chamber
People | Business | Community

Lancaster County is recognized as a model of prosperity

YOUR CHAMBER

- Chamber Overview
- Value Added Programs
- Chamber Investors
- Getting Involved
- Affiliates / Partners
- Invest Now
- Thrive! Building for Greater Impact
- new.lancasterchamber.com

BUSINESS SUCCESS

MARKETPLACE

PROFESSIONAL DEVELOPMENT

COMMUNITY PROSPERITY

BUSINESS DIRECTORY

INVEST NOW

SHOPPING CART

Sign in | New User?

Your cart is empty.

BUSINESS NEWS

4:08 p.m. Would a political Fed rescue the world?

3:53 p.m. Facebook, Instagram and WhatsApp updates on the latest news

12:52 p.m. Jet Airways pilots defer strike before crunch

CALENDARS OF EVENTS

4:17 Litz/Mannheim/Mannheim Township C...
Luthercare (Community Roo...
4:17 Presentation Skills Academy
Lancaster Chamber

Increase Your Impact - Become a Lancaster Chamber Investor, today! [Apply Now!](#)

As an Investor in the Lancaster Chamber, your company can self-select an investment level based on a new tiered system. This system gives you the freedom and flexibility to determine your financial contribution - and subsequent impact - on the local business and broader communities through your engagement with the Chamber. Please reference the chart on the tiers and levels of investment at the bottom of the page.

For questions or additional information, please contact The Chamber Marketing Team or [click here](#)

The New Lancaster Chamber in the News

"Chamber's New Investor Membership Model Departs from Tradition," Associations Now

"Open to All: Committed to Better Serving You and the Needs of the Entire Business Community,"

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Platform: Strategy and Plans

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Strategy and Plans

Nimble and flexible path focused on results over the long-term

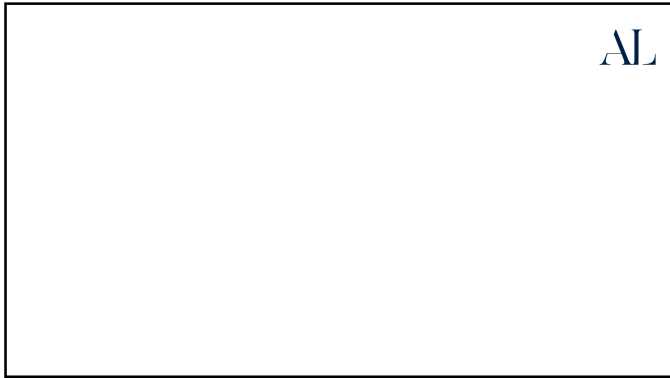
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Strategy and Plans

- Remarkable is:
 - Defining North Star
 - Simple strategy, OKR based, max 3 years
 - Clear line of sight
 - Regular reviews and tracking of progress – flexible and adaptive

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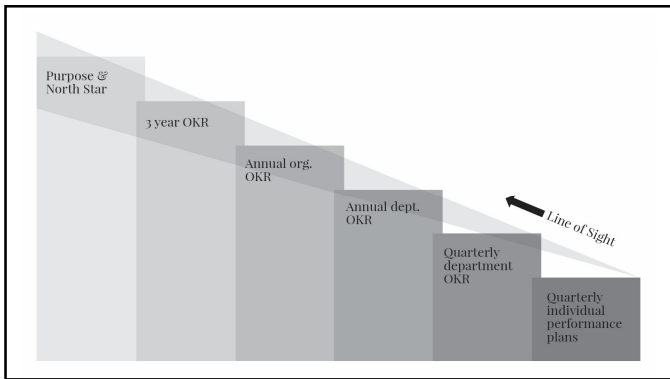
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Strategy and Plans

- OKR - Objectives and Key Results
 - Objective: Where we are going: qualitative
 - Key Results: How we know we achieved it: quantitative
- Objective: Increase membership retention rate to record level
- Key Results:
 - 15 member retention calls made per month per person
 - 5 member retention lunches held with President/Board Chair
 - 1 year retention rate increased to 70%

Measure
What
Matters
How Google, Microsoft, and the Other
Disruptors Used the OKR to Grow
John Doerr
WITH A FOREWORD BY LARRY PAGE

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Platform: Digital and Technology

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Digital and Technology

Amplify the value proposition and improve
organizational capability

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Digital and Technology

• Remarkable is:

- Digital is part of culture and DNA
- Comprehensive digital strategy with resources to implement
- Processes and activities digitized
- Data captured and used for knowledge

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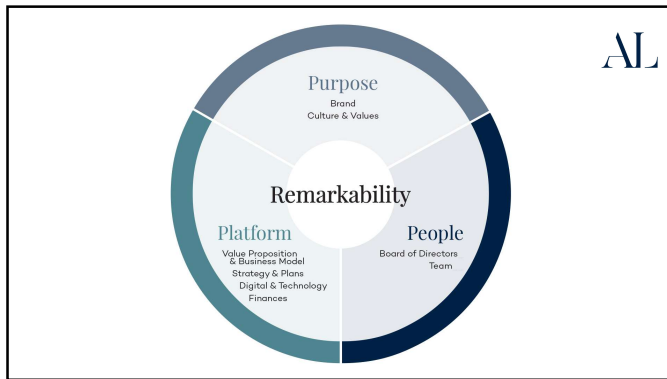
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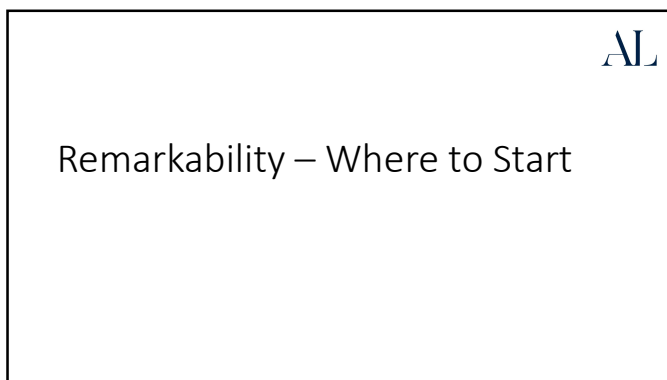
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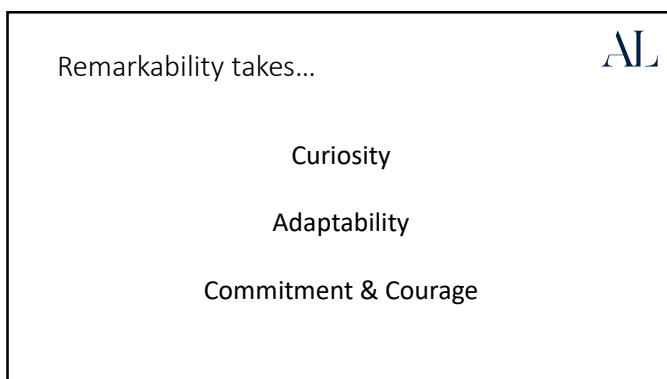
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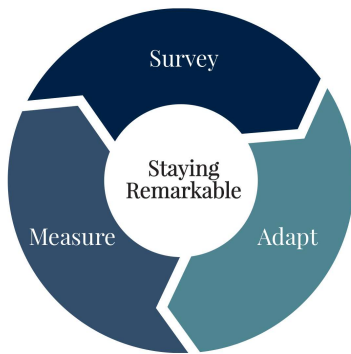
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**“I have a permanent dissatisfaction
with the status quo.”**

Darren Entwistle, President and CEO, TELUS

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Assessing Your Organization

- Dig into the numbers & compare to peers

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Assessing Your Organization



- Dig into the numbers & compare to peers
- Listen to people

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Assessing Your Organization



- Dig into the numbers & compare to peers
- Listen to people
- Assess trends and disruptions

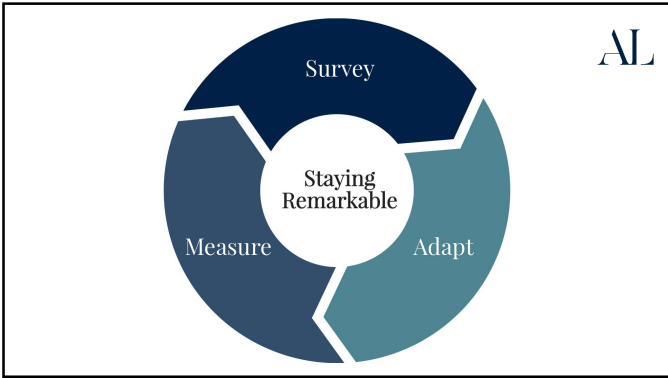
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Assessing Your Organization



- Dig into the numbers & compare to peers
- Listen to people
- Assess trends and disruptions
- Complete remarkability diagnostic questions
www.makingremarkable.com

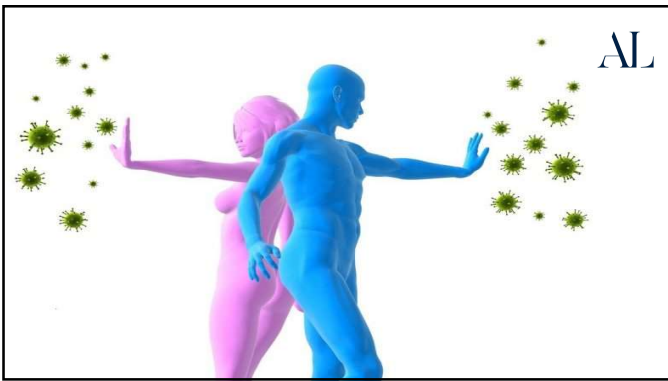
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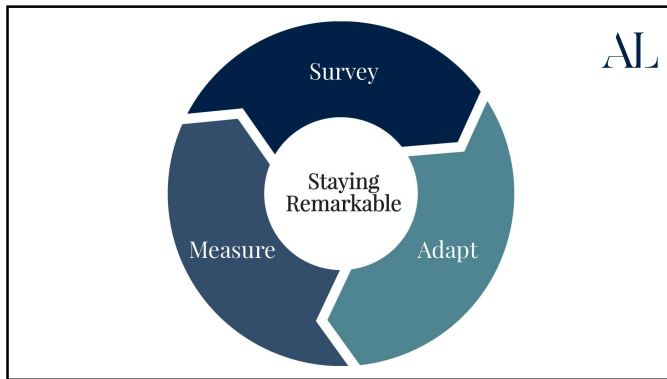
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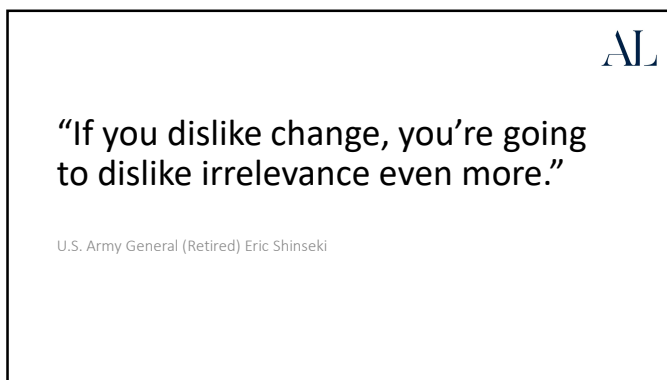
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**MAKING
REMARKABLE**

How to Design
People, Systems,
Change, and Build
a Platform for
Exceptional Results

ADAM LEGGE

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Thank you

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