



Young
Professionals
Network

2021-2023 Strategic
Planning

Career Minded. Community Focused.



Top Strategic Actions

1. Better Align YPN Board With Priorities
2. Create YPN Tracking System For Events
3. Modify YPN Calendar Planning System
4. Improve YPN Event Planning System
5. Upgrade YPN Advertising Process

YPN Strategic Planning Team

The better the Team-Plan-Results

With the goal of strategic planning to expand, improve and take the Bismarck Mandan YPN community to the next level, we needed to know the experiences, wants and needs of each specific area of the YP community in order to support them and thereby grow the Young Professionals Network.

Understanding that the greater the diversity of viewpoints leads to the best plans and levels of success, the YPN strategic planning team included a wide variety of points of view. The benefit is increased idea generation and discussion over a wider point of view spectrum encompassing ages, genders and levels of YP experiences. The mix of past or current board members, a non-board member and a newer member was purposely included.

What Is The GOAL Of YP?

We took a clear blue sky look at what YPN wanted to accomplish in BIS/MAN

As a verification step and to take YP to the next level, we dove into what was on the hearts and minds of the YP members from a high-level, big picture point of view. This open-minded approach helps organizations to find underserved needs or the verification of all existing programs from a big picture approach. Putting everything aside, we looked at things from a 30,000 ft view.

The strategic planning team's goal was to make the Bismarck Mandan YPN group even more successful than they had been in the past.



YP Prioritized GOALS

1. Provide Professional Development
2. Provide Networking Opportunities
3. Help Our Local Community
4. Grow The YP Network

What Is The Strategic Destination?

In order to define strategies to get us to our goals, we needed to define where we were going.

After settling on the goals, we needed to define what YPN would be in the future.

The strategic destination is the future ideal state or the YPN North Star to guide all current and future discussions and decisions. The prioritized ideal states was used to guide the team's decisions for all activities and changes required to reach them.



Prioritized Strategic Destination

- Be the “Go To” organization for 21-39 year olds
- Hold quality, well rounded, properly attended events
- Be the “Professional Development” place
- Be the “Go To” organization for businesses or organizations

Member Checking

Verifying The Wants And Needs Of Bis/Man Current YPN Members

In order to become the “Go To Organization For 21-30 Year Olds” we need to develop a plan and system that is in alignment with our current and potential members. This process would verify the alignment of the strategic planning teams thoughts and the current members. After verifying what is the most important to YPN members, then resources can be prioritized and aligned to reach them.



Survey Responses

General Survey Information

- 46 YPN Members Responded
- The Gender Split Was 44% vs 56%
- Each Age Group Was Similar Size Ranging From 20%-31%
- 56% Were Members For 1-5yrs

Key Survey Results

- 93% Wanted 1-3 Events Per Month
- 71% Preferred To Meet At Night
- The Youngest Preferred Professional Development
- The Oldest Preferred Social Events
- The top obstacle for not attending events was the time held



How Do We Get There

Strategy & Initiative Development

The most important part of strategic planning is the development of the actions that will be taken to reach the goals and strategic destination of the organization. What are strategic actions that we can take to reach our strategic destination?

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Prioritized Top Strategic Actions

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YPN Board

Understanding & Aligning The Main Driver Of YPN's Success

Young Professionals Network Board

- Analyze current board focus to YPN priorities
- Develop new board structure
- Approve new board structure and assign positions
- Assign an executive team member to oversee a priority area

NOTE: This item did not get votes, but after discussions and understanding the board's impact of the organization, it was likely the most impactful and important item to YPN's future success.

During discussions it became apparent that the YPN Board was the main driver for all activities of the BIS/MAN YPN organization, including members, events and business relations. The board would determine the future success of YPN in Bismarck Mandan. Due to this fact we did an alignment check of the current board's time versus what was deemed the most important areas to future YPN success.

NOTE: The YPN volunteer board's time requirements was exceeding what could be sustained long term. The number of events being held was very large, at times competing with other events and was not meeting attendance, new members or business relationship goals.





Event Tracking System

Become Data Driven To Enable Growth
Through Highly Successful YPN Events

Young Professionals Network Event Tracking System

- Create the event tracking system
- Fill out all for each YPN event
- Compare projected cost and attendance to actual
- Analyze to determine the formula for highly successful events
- Use survey data and prior events to plan future events
- Goal to raise attendance by 25% at events



Calendar Planning System

93% Will Attend 1-3 Events/Month
Create Visual Annual Event Calendar

Young Professionals Network Visual Annual Calendar

- Create a visual annual calendar
- Develop an event strategy based off the past successful events
- Fill in the gaps around the big events
- Color code event type to target priorities and quantity/month
- Create pre planning survey to generate buy-in and gauge interest
- Continue to experiment and try new event types
- To maximize the impact of events by aligning to members needs



Event Planning System

Decrease The Time Involved & Capture Knowledge On Planning YPN Events

Young Professionals Network Event Planning Sheet

- Create a standardized event sheet
- Incorporate/learn adequate lead times
- Capture all contacts to make event planning more efficient
- Color code information to easily scan to determine if on track
- Quick updates for board meetings to see status
- Continue to modify and improve items over time by capturing and improving the planning for each event.
- Minimize the board's time to plan exceptional events



Advertising Process

To Increase Membership & The Number Of People Attending YPN Events

Young Professionals Advertising

- Update the website
- Clearly state all relevant event information:
 - What type of event it is
 - Who specifically is this is for
 - What will be accomplished at it
 - Think through and explain information for participants
 - What Is In It For Me
- Inform and attract the right people to the right events
- Update printed materials to support recruiting new members
- Text reminders for events with the ability to Opt Out
- Increasing the efficiency and effectiveness of all communications



YPN 2021 Strategic Planning

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