

Grow by seeing the world through your customer's eyes



The Ontario Society of Professional Engineers serves the rich diversity of Ontario's entire engineering community

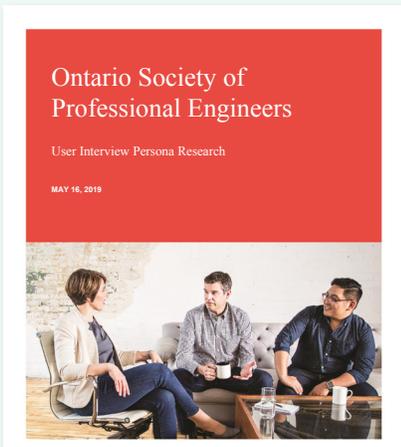
Problem

- Membership was churning and growth was stagnant.
- Investments in marketing, programs and services weren't clicking with members.
- The management team all had ideas about what members valued, but in reality, staff just didn't know what members wanted or needed.

Approach

To understand OSPE through the eyes of its members, Halmyre led a complete persona development process. The project engaged all members; assessed their critical pain points, needs, desires and aspirations; and provided one of the foundational elements that helped shape a three-year strategy. To do this, Halmyre:

- Carried out an environmental scan, a SWOT analysis and a review of membership engagement metrics;
- Interviewed and surveyed the board, members and other stakeholders;
- Executed deep-dive interviews with a cross-section of the membership to derive insights and develop persona profiles; and
- Used the personas to build a framework of motivations and inhibitors to drive next steps in developing the three-year growth-powered strategy.



Outcome

- Persona-led marketing and membership growth investments driving year-over-year growth of 5% or more.
- Clear, articulated and researched growth plans driven by the voice of the customer – for years to come.
- An organization unified around the voice of the customer.

WENDY: MAKE THE WORLD A BETTER PLACE
Wendy is a 29-year-old civil engineer and she lives in Thunder Bay. She likes to read and explore places by traveling with her husband in various provincial parks. She has recently taken up sailing and runs to unwind. She enjoys bicycling with friends and has recently joined a book club in her neighborhood.

MARK: POLITICAL ASPIRATIONS
Mark is a 54-year-old engineer from Toronto. He is married with no children. He who likes to be professional in his career and wants to help advance the position of engineers in society so they become respected and valued professionals, not underappreciated or ignored.

ANDREA: INTERNATIONALLY ENGINEERED SKILLS
Andrea is a 30-year-old engineer from France and has relocated, joining her Canadian husband in Southern Ontario. In France, she has worked on a civil engineering, building highways and roadways. She has a master's degree in civil engineering. She has been working for her new life in Canada and absorbing the new culture. She has been finding employment will make her transition more complete. She leans on OSPE to lead the way for her!

HELIOS: SAFETY FOR THE WORLD DEPENDS ON HIM
Helios is an aeronautical engineer. He has a master's degree and has 20 years of experience. He is responsible for aircraft regulations and issues the air way permits. He makes flying safe by ensuring aircraft meet regulatory requirements.

