

The Halmyre Value Proposition Self-Check: **Find Your Red Zone**

PART 1: TAKE STOCK

Are You Communicating Your True Value?

A Welcome from Halmyre

Welcome. Your association's growth depends on a clear reason for members to invest their time and money. If you think misalignment is holding you back, this quick, confidential self-diagnostic is for you. This 10-minute scorecard is the critical first step toward an **unshakeable value proposition** that drives growth and confidence.

What is a Value Proposition?

A strong value proposition is your association's **north star**. It's the expression of identity that uniquely fulfills your audience's wants and needs. It must consistently answer four critical questions across every channel:

1. **Who is it for?** (Audience clarity)
2. **What do they want or need?** (Member empathy)
3. **Who are you?** (Organizational identity)
4. **What do you do uniquely, better or best?** (Differentiated strength)

Value Proposition Self-Scorecard

Directions: For each of the four core questions below, discuss with your leadership team and place a checkmark in the box that most accurately reflects the current state of your association's operations and communications.



Key Value Proposition Question	Misaligned (Internal confusion/ disagreement, or communication is contradictory)	Almost Aligned (Mostly clear, but still some gaps or external noise)	Aligned (Crystal clear: everyone knows the answer and the market sees it)
1. Who is it for? (Do your internal operations and external messaging speak only to your target member/audience?)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. What do they want or need? (Are your benefits focused on solving the members' deepest challenges, or are they feature-focused?)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Who are you? (Do internal policies, staff actions, and external communications consistently define you as the professional association you aspire to be?)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. What do you do uniquely, better, or best? (Can all staff, board, and members articulate your competitive advantage?)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PART 2: DEFINE

What is Your Red Zone?

Alignment Check: Conciseness Test

Directions: Based on your scorecard discussion, work together to write a single, cohesive statement (maximum 75 words) that answers all four core questions on the first page. If you find your team is not aligned, use the space below to capture the most contentious answers for later review. Use more paper or technology if you need more space!

Our Current Value Proposition Statement (Max 75 Words):

Team Alignment: Was your team aligned enough to complete this statement easily?

- ☐ Yes, surprisingly aligned.
- ☐ No, significant disagreement on key points.

Misalignment: Silos, Overload, and the Price of Complexity

If you marked any "Misaligned" boxes or struggled with the statement, you've diagnosed your critical issue. Lack of clarity creates **siloed teams** and **complexity of effort**, causing burnout by adding too many low-impact features to your service offerings.

Ask yourself:

1. **Silos:** Did departments disagree on the answers?
2. **Feature overload:** Is your unique value diluted?
3. **Pricing clarity:** Does your pricing structure detract from your core value?
4. **Competitiveness:** Are you crystal clear on your competitive advantage?

Misalignment means stagnation. You're losing momentum by focusing energy on parity or weakness.

The Halmyre Red Zone Model



The Red Zone is the sweet spot where two elements intersect – **Members' Wants and Needs**, and **Your Value Proposition** – and where there's differentiation from your **Competitors' Value Proposition**. A true Red Zone is only forged when all four scorecard questions are aligned, allowing you to define a space where competition is irrelevant.

Your Next Step: Prioritize, Harmonize, and Grow

Finding your Red Zone requires a focused, data-driven process. Halmyre helps associations move past confusion and burnout by clarifying their value. We help your team **harmonize** around an **impactful, action-oriented Value Proposition Audit**. This gives you the clear path to **prioritize planning** and build **long-term strategies** guided by the voice of the future member.

READY TO MOVE FROM GOOD INTENTIONS TO AN UNSHAKEABLE STRATEGY?

Option 1: Download Our Research

Access our recent article, "Beyond Short-Termism," for a deeper dive into how associations solve "wicked problems" by forging a long-term, Red Zone vision.



halmyre.com/blog/beyond-short-termism

Option 2: Book Your Value Proposition Audit Consultation

Schedule a complimentary 30-minute introductory call with a Halmyre strategist to review your scorecard results and outline the path to defining your unique value through a tailored Value Proposition Audit or strategy engagement.

**Book Your Value Proposition
Audit Consultation**

Learn About the Halmyre Difference

We are the strategy partner built specifically for association leaders. Explore what makes our approach unique:

- **Outside-In Methodology**: Learn how we start with the member's perspective to drive true growth.
- **Our Association Expertise**: See our proven track record helping organizations like yours.
- **Learn More About Our Services**, including our Halmyre Guarantee.

Halmyre: Clarity for a Complex World.

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