# MLC Membership Hoshin-Kanri

## 2018 MEMBERSHIP HOSHIN PLAN - Updated 2018-02-06

### Tactical Initiatives

| A | Build/buy and implement CRM solution to track organizational member movement through sales funnel  
   | Purpose is to help us define a standard sales process and help keep us focused on bringing in new org members | X | X | P | S |
|---|---|---|---|---|---|
| B | Recruit volunteer members to perform outreach / organizational member marketing calls (by industry)  
   | Purpose is to activate new potential org members into our sales funnel for conversion | X | X | S | P |
| C | Promote new volunteer student project team availability to current organizational members (UM Tauber style)  
   | Purpose is to provide value or perception of future value to existing org members | X | | S | P |
| D | Curate a Michigan-based organization contact list, categorized by industry, revenue, and # of employees  
   | Purpose is to better understand our market and be able to target most likely organizations to join | X | X | P | S | S |
| E | Work with Events team to pilot a referral program to leverage existing members networks for MLC growth  
   | Purpose is to get new individual members and celebrate key existing members | X | X | P | S |
| F | Create digital prospect packet and email to curated/purchased distribution list  
   | Purpose is to showcase our value to prospective members and convert cold leads into interest | X | X | P | S | S |

### MISSION

Develop and support lean systems thinkers to positively transform Michigan.

### 2017 1-Year Outcomes

Outcomes Standard Work/Guidelines: 1) Min 1/Max 3 links to each Outcome 2) Consider resources 3) Linked to budget

### 3-Year Strategic Plan Conditions

(complete by 2020-12-31)

Strategic Conditions Standard Work/Guidelines: 1) Based on learning, Hoshin refreshed Annually  
2) Maximum 3 (to expect >80% success)  
3) Mission first!

### Metrics to measure if improvements are successful or not

- # of organizations contacted vs expected
- Organizational member conversion rate (# contacted / # joined)
- # of individuals contacted vs expected
- Individual member conversion rate (# contacted / # joined)

### START & GO AROUND

The MLC will be recognized as the leading voice and the indispensable resource within the Michigan lean community.