

SUCCESS STRATEGIES BEST PRACTICES PROGRAM

One of the greatest benefits of being a member of a cooperative is the shared knowledge amongst its members. Success Strategies is about harnessing the best practices of your members and sharing them in a way that is easy to understand and execute with all your members.

Typically, co-op members share ideas via informal networking and best practices sessions held at convention/conferences. The Success Strategies program helps formalize the best practices sharing in a way that makes it easier for your members to: (a.) learn best practices methods from each other and (b) gives them the tools to implement those best practices both successfully and quickly.

How the Our Success Strategies program differs from other programs is that we not only identify the best practices, but we also document how to implement them. So your members leave the program with a vast amount of new knowledge and an actionable plan to implement.

Where We Start: Identifying How Your Members Excel

To begin, we survey all members of your cooperative about their business procedures to help identify best practices and create benchmarks and key metrics.

We then do phone interviews of your key members to learn what their best practices are all about and to thoroughly document the best practice.

On-site visits to your most successful and influential members follow to gain greater understanding, additionally document, and receive their commitment and public support of the best practices.

When we're done, we will have identified key best practices that,

when shared, will significantly help your members improve their business.

The Product: Documentation

Identifying the best practices is only the start. We thoroughly document the best practices in a way that enables your members to understand and implement these practices.

The documentation is more than just an overview but a step-by-step manual of what is necessary to make that practice work. When appropriate, we make copies of forms, or take pictures to better illustrate how the best practice works.

The end-result is a best practices workbook that documents the best practices and categorizes them. When your member completes the Success Strategy training, he or she has everything needed to implement the best practices right away.

The Workshop: Implementation

The final key to true success in this program is in the very interactive Success Strategies workshop. That starts by having each of your members do a simple SWOT (strengths, weaknesses, opportunities and threats) analysis of their businesses. We then review the best practices in small clusters and break the members into small groups where they can discuss the practices and ask questions. Then, members are asked to make a "wish list" of practices that they might be interested in.

At the end of the meeting, we help your members create an Action Plan for implementing the best practices in their business. This includes helping members prioritize their wish list, selecting the key best practices they plan on implementing, and creating an implementation plan for each practice.

The Result: Meaningful Improvement in Member Profitability

Every member will leave the Success Strategies workshop with a meaningful Action Plan and implementation plan that will enable them to successfully operate the best practices in their business.

This is not just a feel-good event. The Success Strategies Best Practices program hand delivers to your members a proven, workable plan to significantly improving their business quite literally overnight.

"Our members tell us, that this was the best thing we've ever done for them" - Kathy Tilley, President of KBx (a kitchen and bath wholesale distributor cooperative)

Costs: Implemented Properly Success Strategies Can Be a Profit Center for Your Cooperative

If your cooperative is large enough, the participation fees by your members will normally provide you with enough income to cover the costs and expenses of this program and make it profitable. Furthermore, Success Strategies can be a very powerful tool to help you sell membership to your cooperative.

To inquire about the Success Strategies Best Practices Program, please contact Evan Hackel of Ingage Consulting at 781-569-5900.

ABOUT INGAGE CONSULTING:

Ingage Consulting is a management consulting firm that focuses on the coop industry. Although Ingage is a traditional management consulting firm, we focus on improving business outcomes by engaging members and creating a culture of partnership.

Key Service Offerings

- **Creating Partnerships** - Turn your coop relationships into partnership relationships
- **Change Management** - Helping coops positively implement change
- **Teambuilding Conference Presentations**
- **Energizing, creating focus and building partnerships**
- **Trust Building** - Creating a stronger trust relationship with members
- **Creating Vibrant Website Community** - developing vibrant communities on your internal member websites
- **Strategic Planning** - Engaging all stakeholders in developing powerful strategic plans
- **Better Onboarding** - How to start the coop relationship on the right note
- **Improving Communication** - Simplifying, energizing and amplifying member communication
- **Creating Field Partnerships** - Building partnership relationships in the field
- **Maximizing Advisory Councils** - How to get the most out of your advisory councils
- **Internal Teambuilding** - Great member relationships start from the inside
- **Performance Groups** - Creating performance teams
- **Regional Groups** - Improving engagement and performance through regional groups



Principal/Founder of Ingage Consulting, Evan Hackel, has over 25 years of coop experience. He has directly managed five different cooperatives and managed cooperative turnarounds as well as startups. Evan has managed a range of cooperatives including a \$3 billion cooperative with over 1,000 locations operating in four different countries. While at Ingage Consulting Evan has helped over 15 cooperatives work towards higher engagement and greater success.

For more information or to set up an initial consultation contact Evan Hackel at (781) 569-5900 or via email at ehackel@ingageconsulting.com.