

# 2020 OLDN MEMBERSHIP SURVEY

## OLDN 2020 Inquiry & Engagement

*Welcome to the OLDN 2020 Membership Satisfaction Survey Report!* The goal of the survey was to measure member satisfaction with OLDN's activities and to identify members' priorities over the next few years. In line with OLDN's guiding principles of inquiry & engagement, measuring member satisfaction is a key to effective strategic management, and the OLDN Executive Board & International Directors are committed to offering members quality services that they value.

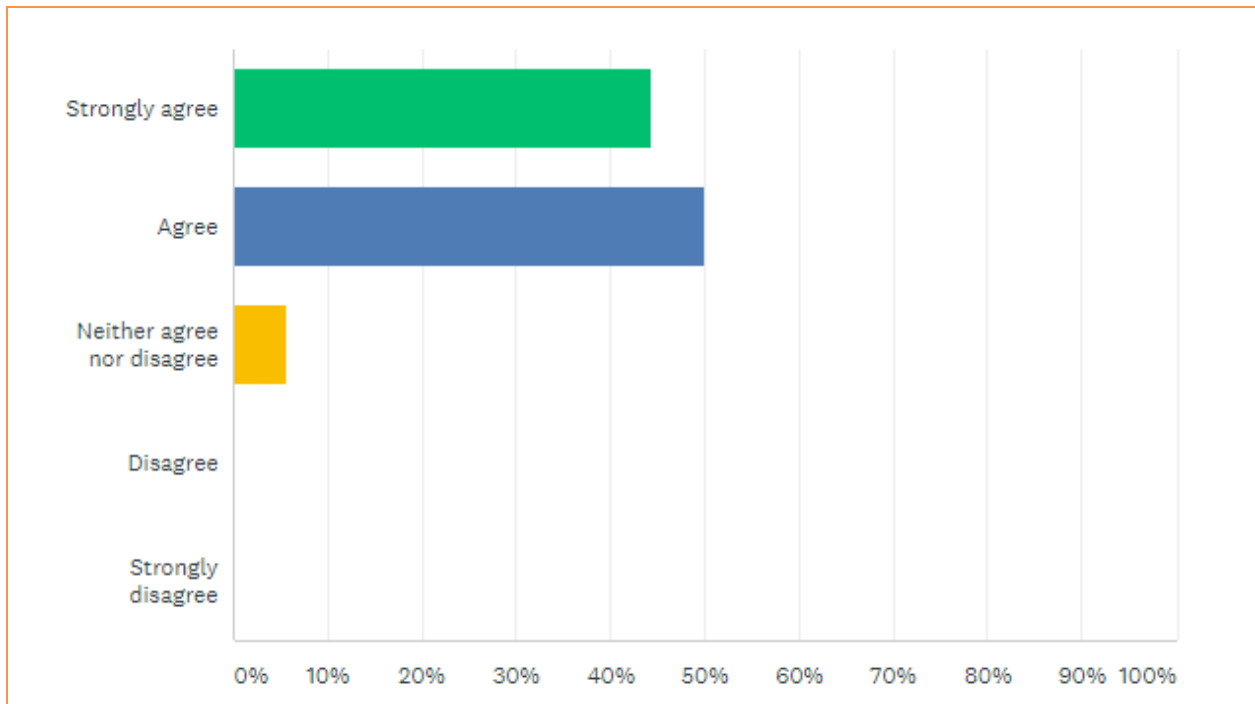


## Fulfilling OLDN Mission

OLDN is regarded as a mission-critical professional membership body guided by the principles and practices of Organization Development. The mission of OLDN is:

*The OLDN exist to facilitate leading edge insight and practice in OD through OD-informed publications, the provision of a platform for information exchange, a forum for debate on organization leadership & development issues and a network of emerging and existing OD professionals. The network promotes competency-based networking, education and collaboration in organization leadership and development.*

Based on 2020 activities and membership engagements, the Question #1 was aimed at understanding member's perspectives on the commitment of OLDN to its mission.



**Figure 1: Responses on OLDN achieving its mission**

An analysis of the responses indicates that participants view OLDN as achieving its mission. This is based on a consideration of the majority's responses being *Agree* and *Strongly Agree*. The comments predominantly pointed at:

- provision of a platform for information exchange;
- networking of emerging and existing OD professionals;
- provision of a forum for debate on organization leadership and development issues; and
- facilitating leading edge insight.

## **Some of the Comments from Respondents**

### **Respondent A**

*“Though membership is still very recent, I have seen the effort of the executives and leadership of OLDN in creatively developing and scheduling programs, seminars, discussions to engage, help and promote members' knowledge and enhance capacity development, worldwide perspectives, but many members are still somehow passive probably as a result of social and economic commitments. I am guilty as well. To this extent, OLDN is doing its bit, just the cooperation and response from members may need to be worked on. Thank you.”*

### **Respondent B**

*“With the continuous engagements knowledge is transferred however I feel that we can do better and get to have all members engaged not just the same individuals in webinars.”*

### **Respondent C**

*“I feel like I am hot and cold, so my foot isn't across the fence. There needs to be more items that keep me engaged, like insights, articles , case studies, books for purchase , webcasts that are more organized (in sharing this information about the webcast).”*

### **Respondent D**

*“The programs, trainings and workshops done were highly informative”*

### **Respondent E**

*“Every member is involved in performing the relevant activities.”*

### **Respondent F**

*“From the messages shared with people and feedback received from the people. It shows that the mission is being achieved. I can testify that I knew totally nothing about OD. I now have some confidence to talk about it.”*

### **Respondent G**

*“In driving OD's principles of continuous development and in the Knowledge transfer field, OLDN has demonstrated strong capabilities and commitment to foster a global teaching and learning standards that creates multiple values while eliminating mediocrity and unproductivity of academia and other professionals. However, in Membership stratification and organisation we need to step up and put up structures to help retain quality membership. Membership may need to be stratified at some point on platform to ensure members identities and direct contacts are not too exposed.”*

### **Respondent H**

*“Array of programmes and initiatives prove OLDN is a global network with focus.”*

**Respondent I**

*“OLDN meetings, interviews, sessions, journals & various segments are driving the mission. These activities stimulate inquiry & engagements.”*

**Respondent J**

*“Very proactive response but limited participation from people outside of OLDN”*

**Respondent K**

*“The focus has been maintained on providing a robust platform for knowledge exchange and dissemination.”*

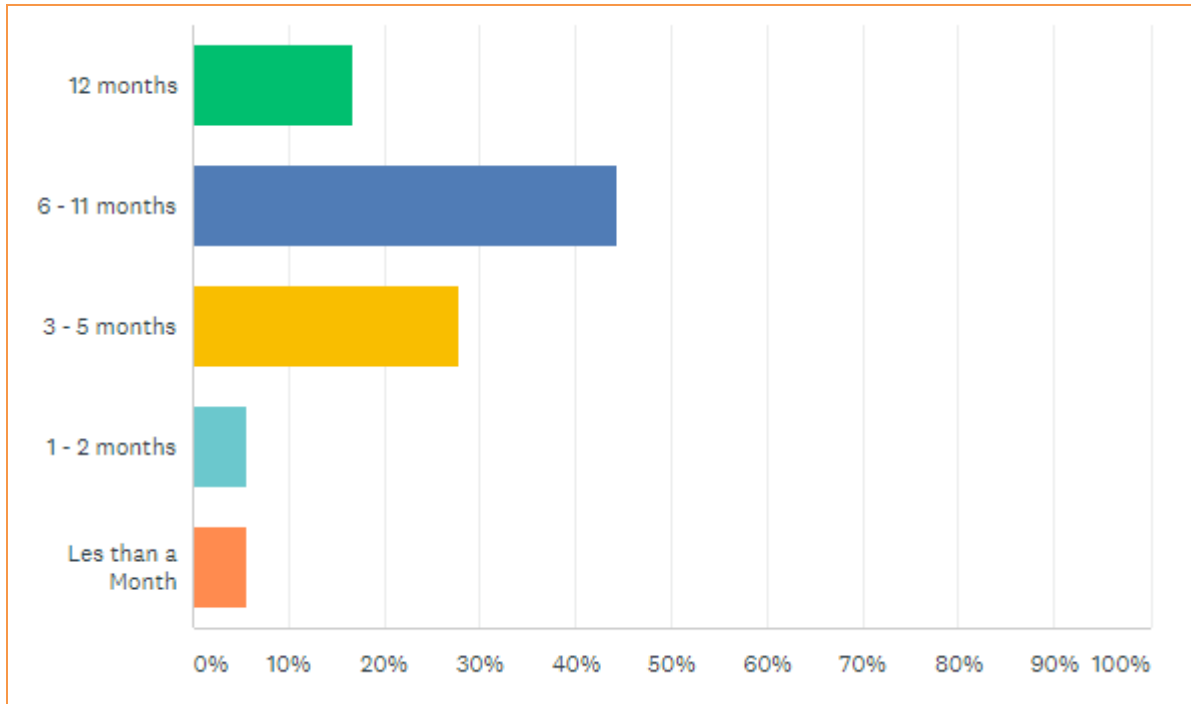
The responses and /or comments reinforce the need for active engagement activities in order to facilitate not the mere acquisition of knowledge but the application of knowledge in different areas of members’ engagement. There has been a worrisome trend of 10% membership engagement which International Directors and OLDN-Segments Coordinators will be working on addressing. The stratification of members is an essential element within any professional membership, however; the current structure was premised on the principle of equality with the primary defining factor being ‘OLDN Member’.

**Call to Action Points**

- Membership Engagement
- Stratification of Membership
- Ensure active use of my-OLDN Portal (activities, eLibrary etc)

**How long have you been a member of Organization Leadership and Development Network (OLDN)?**

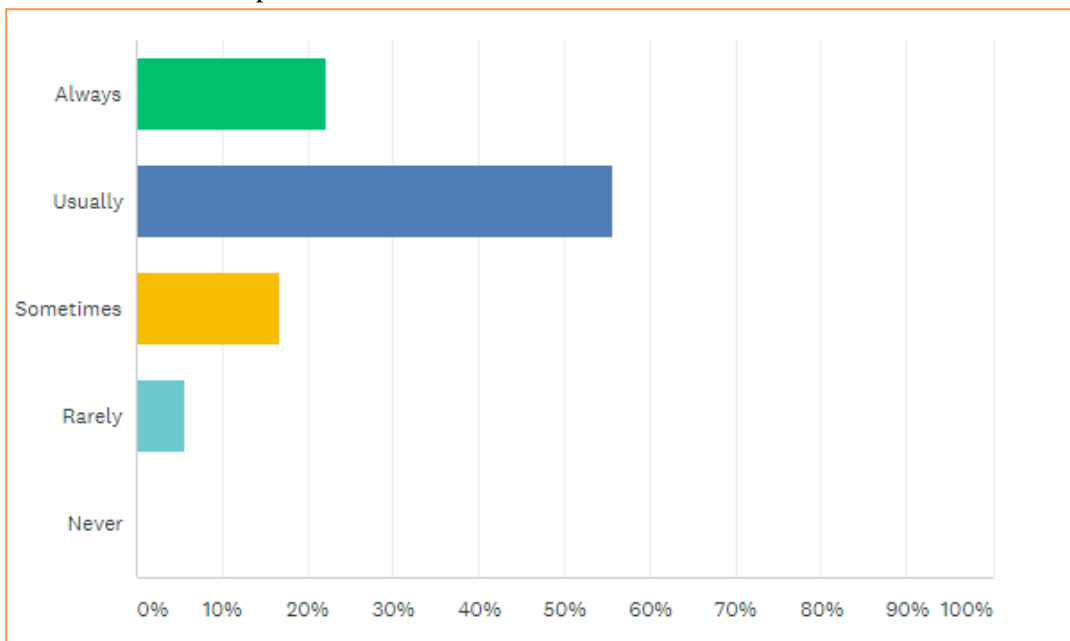
Question #2 focused at understanding period of membership engagement within OLDN. This question was essential in understanding the nature of responses. Most responses came from those whose membership exceeded three months of engagement.



**Figure 2: Period of OLDN Membership**

**Participation in OLDN events and conversations**

The OLDN mission is premised on members participating in Continuing Professional Development activities. The model focuses at profiling every member in their fields of engagement. As such OLDN planned monthly membership conversations with the expectation of having customized meetings in each OLDN International Chapter.



**Figure 3: Participation in OLDN Activities**

The majority of Survey participants indicated that they participate in the membership activities. However, critical analysis of the respondents could have helped in understanding the participation issues further, since the 10% active participants could have been the case in the survey.

Some of the comments relating to active participation include:

#### **Respondent A**

*“I attend usually, however there are too many, would be helpful to have an outlook calendar so as to keep track and specifically on key areas of interest.”*

#### **Respondent B**

*“It's beneficial to me so I always attend to meetings”*

#### **Respondent C**

*“I am still new and need some tutoring on what the activities are and how I can contribute”*

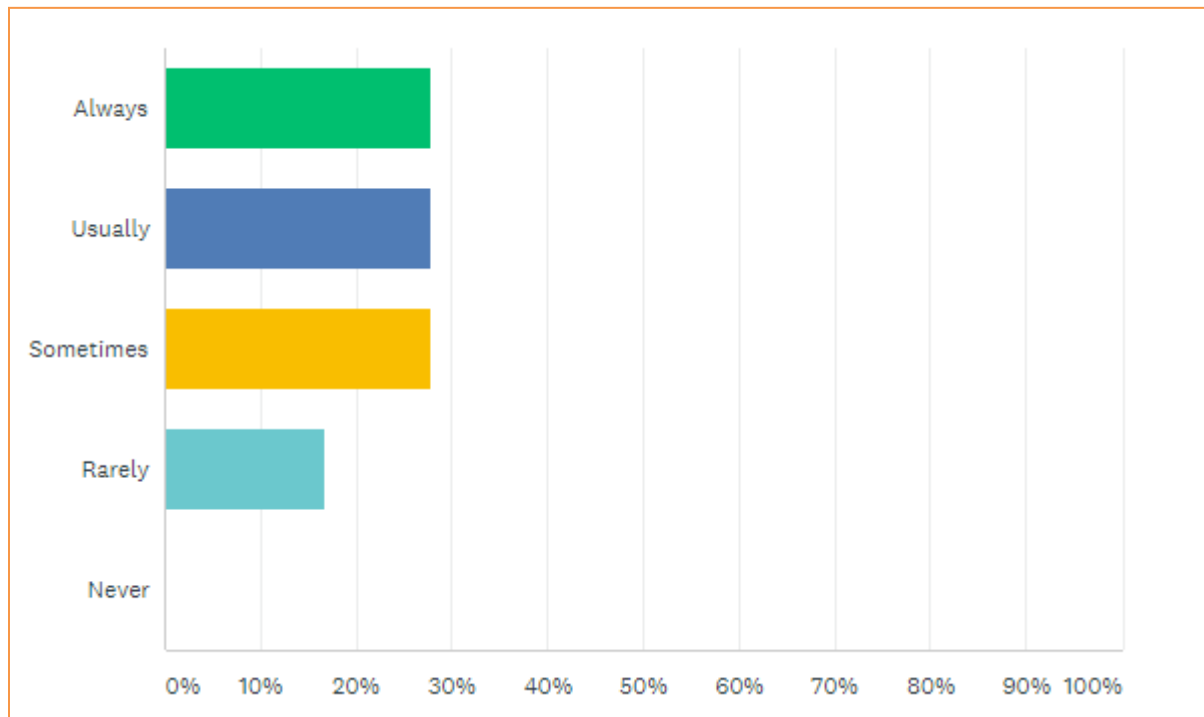
#### **Call to Action**

- Events Calendar & Membership Briefings

The 2021 OLDN Activities will be grouped by segment with only one event per month. Other ancillary activities will include Accelerate OD Workshops, COLDC Guest Lectures, Affiliates' Activities, and Members' activities. OLDN members will be encouraged to support other members' engagements.

### **Reviewing and Sharing OLDN conversations and information on social platforms**

This question focused on the need for knowledge dissemination rather than mere acquisition. OLDN's activities focus at professionally profiling members for global impact. As such the dissemination of members' presentations and engagements is essential to achieving the mission. The information from members' presentations is available on YouTube, OLDN TV Facebook Page, and my-OLDN eLibrary



**Figure 4: Knowledge Sharing**

#### **Some comments from Respondents**

*“I have not given it a thought but now that I know.”*

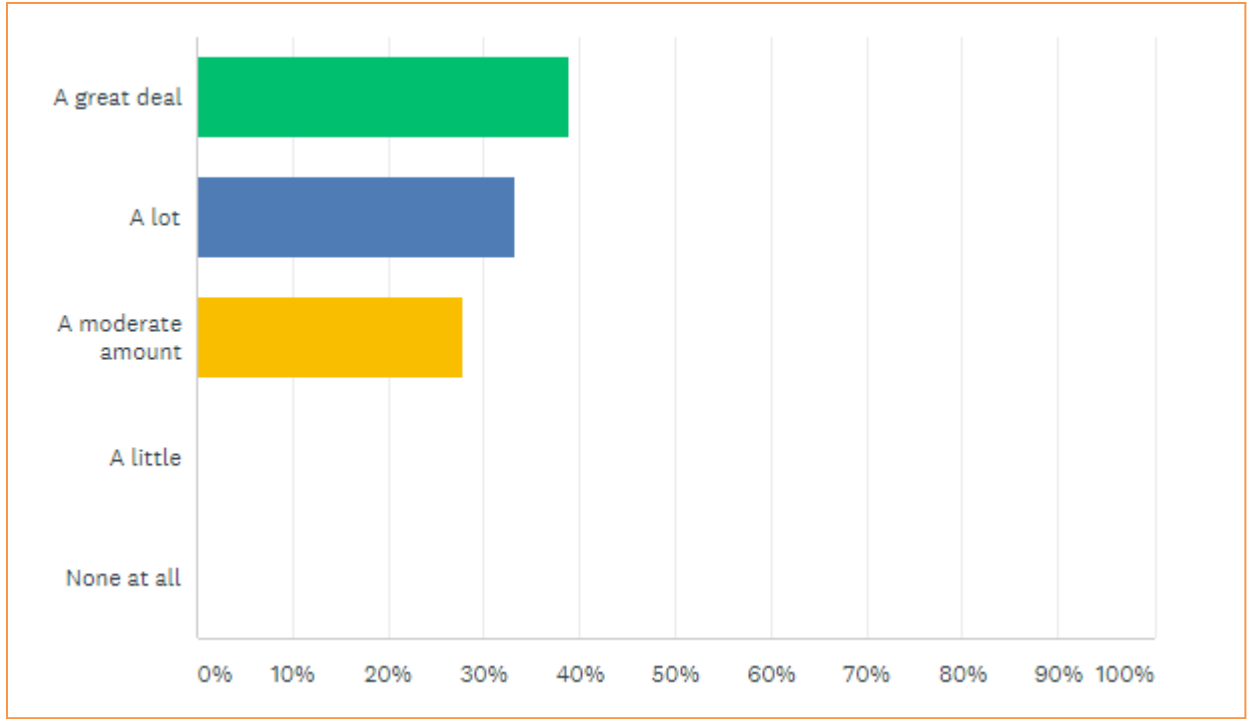
*“The information to the replays isn't organized in one central area.”*

*“I am so engaged with my official career and have less time to visit social platforms.”*

*“Limited time on social media.”*

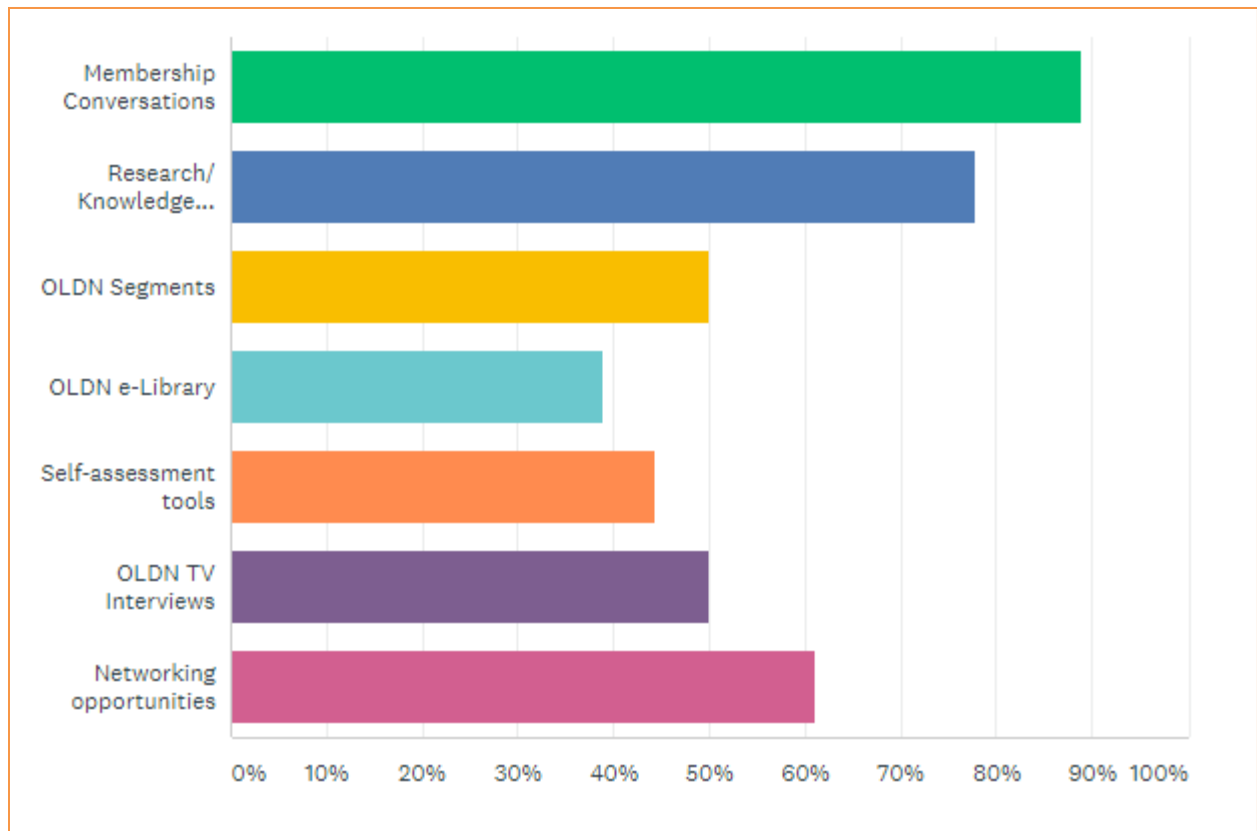
#### **OLDN in relation to Members’ personal and professional development**

The question was premised on the field’s multidisciplinary nature and the need to ensure the activities contribute to every members’ personal and professional development. OLDN created membership clusters based on existing members profiles. Customized conversations are encouraged within each segment and members will be expected to share their personal and professional ambitions with coordinators and Team Leaders in order to devise customized mentoring and coaching sessions.



**OLDN services of value to members' personal and professional development**





**Figure 5: OLDN Services Value Analysis**

Following are the members' Comments of OLDN Services' value in relation to their personal and professional development. The mentorship and coaching programme in Nigeria need to be activated and spread to other OLDN Chapters. An Emerging OD Professionals segment needs to be integrated under the HR, Law & Security segment. The Rwanda 2021 Conference Committee will consider integrating the Continental Investment Fair.

*"Probably I may be able to offer perspective as I spend more time on the network."*

*"Segments for emerging OD professionals."*

*"Mentoring for Members outside of Nigeria and also guidance on writing case studies and research."*

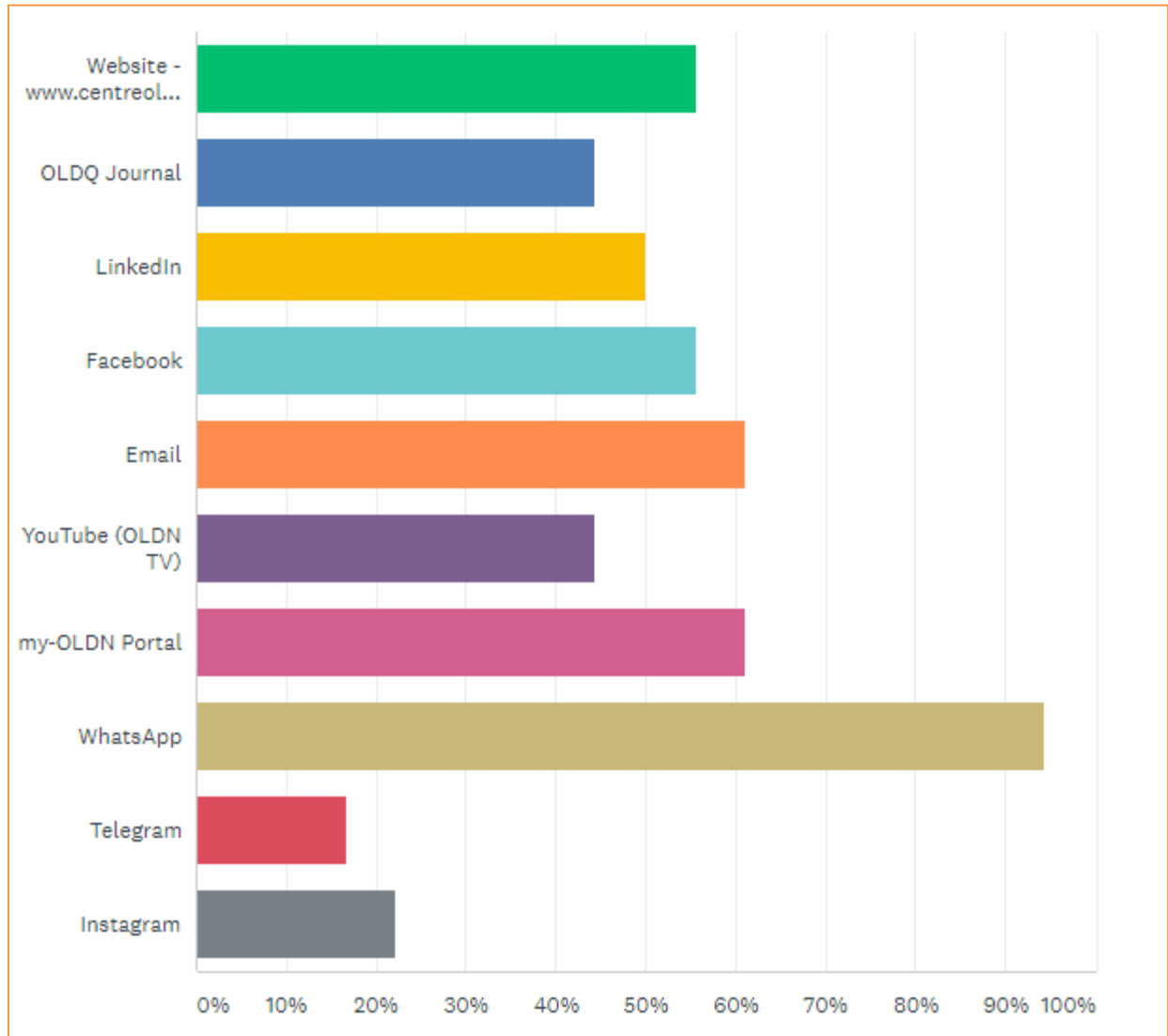
*"Mentorship and Coaching"*

*"Continental Investment Fair, where global investment organisations can be connected to African Companies that are in need of investors."*

“Workshops, seminars”

“Membership Retreats and Breakfast Meetings”

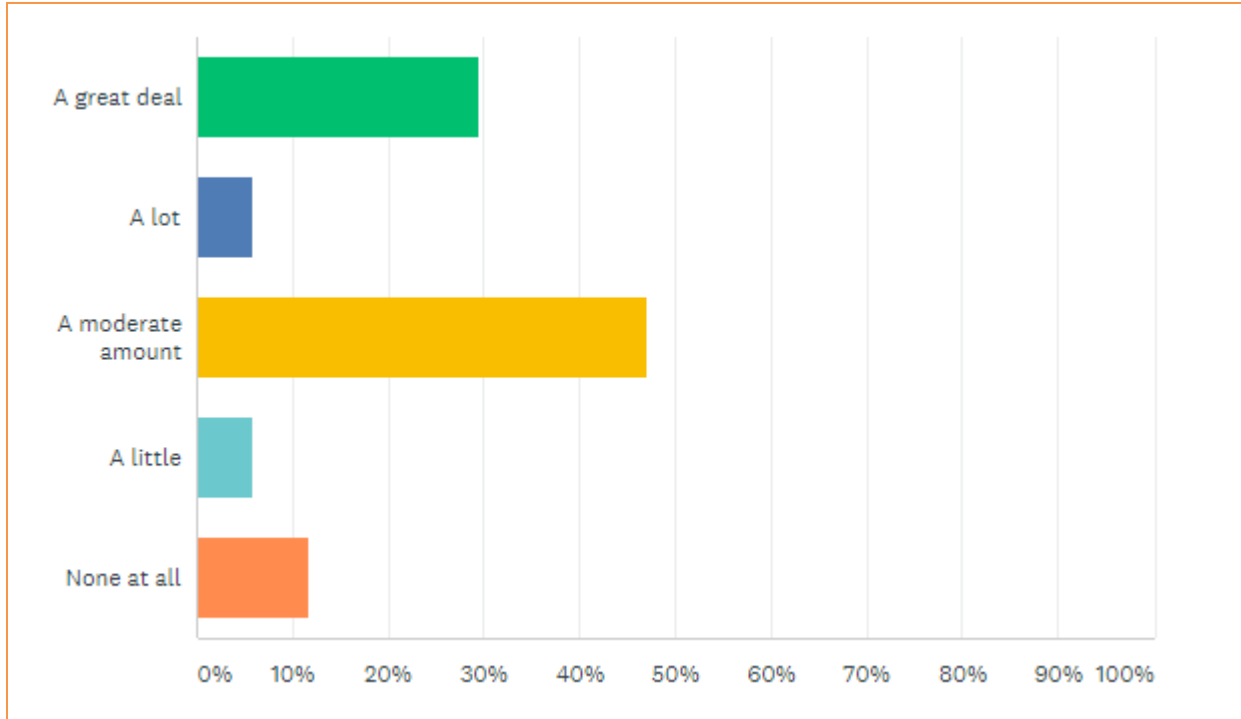
### Effective Communication Channel



**Figure 6: Mostly used communication method by OLDN Members**

The results show that members mostly use WhatsApp, Email, Website, my-OLDN portal, LinkedIn, and OLDQ. As a call to action, OLDN will develop a robust Social Media & Communication Strategy for 2021 and beyond.

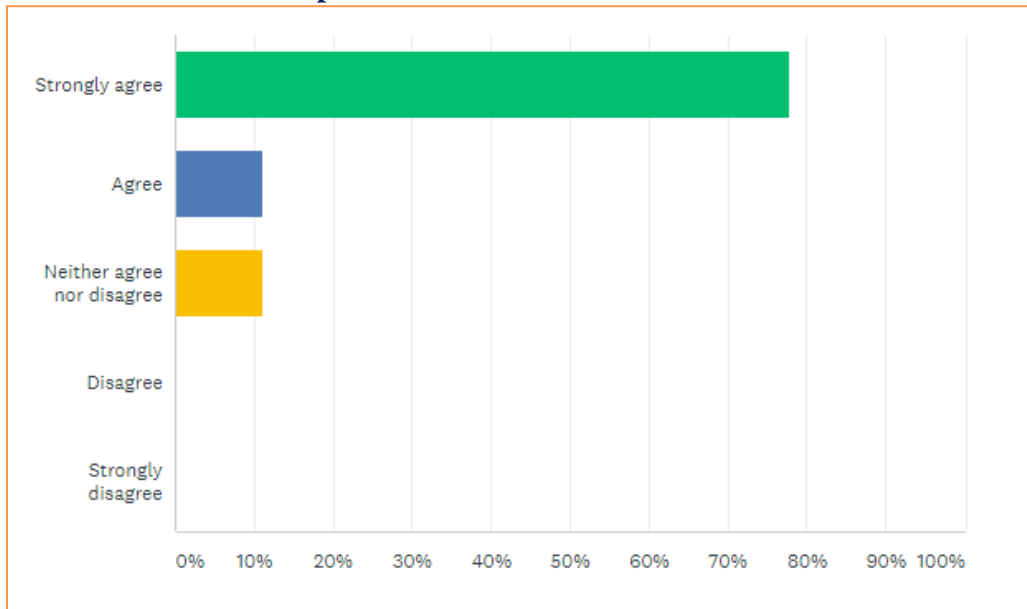
## Members' Engagement in OLDN-Segments



**Figure 7: Engagement in OLDN-Segments**

The results depicted in Figure 7 shows that most respondents are moderately engaged in OLDN-Segments. Coordinators and Team Leaders to facilitate customized conversations to understand members' position regarding OLDN-Clusters.

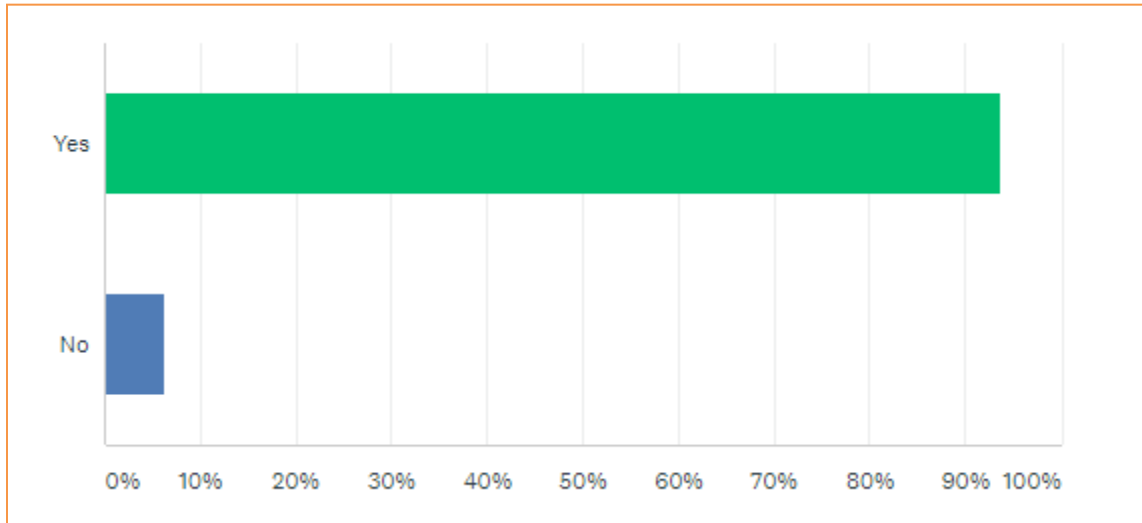
## OLDN Annual Subscription



**Figure 8: Introduction of Annual Subscription Fee**

The results depicted in Figure 8 indicate that most members agree to the Annual Subscription Fee of \$10.00. As a call for action, Financial Management Plan to be developed specifying the purposes of membership subscriptions and payment cycles.

### OLDN Rwanda 2021 Annual Conference



**Figure 9: Expression of Interest to participate in Rwanda 2021 Conference**

The majority of respondents confirmed their willingness to participate in the Rwanda 2021 Annual Conference. Mr. Tosin Ekundayo is working on the conference Concept Note with Africa Leadership University in Rwanda. A committee for this conference will be made up of OLDN-Segment Coordinators. The date for the Annual Conference has been tentatively set for 6-7 August 2021.

### Comments from Respondents

*“None for now. I will look forward to a time when conference will be held in Ghana due to proximity and I will plan to attend. This is due to cost and other consideration especially if participation is not virtual.”*

*“Set date to be confirmed early so that we can prepare accordingly.”*

*“Have a hybrid conference, virtual for those who can't attend in person.”*

*“I want OLDN to give welcome letter or admission letter to it members.”*

*“It will be good if the conference be broadcasted live and members who are away could follow it live.”*

*“The OLDN First Annual Conference could be held in any of the African Countries to attract more Africans at this foundational stage. Also the cost of Trip to RWANDA and cost of hospitality may be a deterrent to some companies coming out from the crises of the Pandemic. Finally the*

*preparations need to commence now. The first physical event of OLDN is apparently going to set a precedence. We must do all within our power to give it our best....quality of participants, facilitators, content of programmes, facility media and reporting does the Work.”*

*“Let it be interactive and with opportunity to network.”*

*“We need to reach out to leaders in governments, political space, corporations, communities, religions and international communities. We should have representatives from UN, AU, EU, Asia, WTO, UNDP, UNESCO, etc”*

*“Ad hoc committee monthly review meetings & updates, registration deadlines”*

For more feedback, please write to [info@centreold.com](mailto:info@centreold.com)