

## THE MIM<sup>SM</sup> ADVANTAGE

- EVALUATE THE EFFECTIVENESS OF YOUR PROGRAMS WITH REAL-TIME FEEDBACK
- INVOLVE AND MOTIVATE YOUR MEMBERSHIP
- MAINTAINED BY YOUR IN-HOUSE STAFF
- TRULY UNDERSTAND YOUR MEMBERS' PERCEPTIONS AND VALUES USING THE LATEST SCIENTIFIC METHODS
- DATA IS ALWAYS FRESH
- PREDICT FUTURE BEHAVIOR



# MARKET INTELLIGENCE MODEL<sup>SM</sup>

Center For Association Resources, Inc.

*Measurable Results . . . Immeasurable Value*

### What Is the Market Intelligence Model (MIM)<sup>SM</sup>?

The MIM<sup>SM</sup> is an electronic survey with an integrated spreadsheet that captures quantifiable member data. This data includes key statistical information that provides an accurate measurement of a member's attitudes, beliefs, preferences and future intentions. MIM<sup>SM</sup> incorporates several proven scientific models and can be effectively used in determining a member's perceptions about an organization's services, programs, and products.

### Why Is it Unique?

Currently, an excellent way to obtain critical input from your members, short of speaking with each member, is to conduct a member satisfaction survey. Although these generic surveys are very helpful when constructed appropriately, they do not always provide the organization the ability to forecast future needs accurately. Our methodology allows you to predict a member's future preferences regarding the introduction of new services, programs, and products as well as their attitudes toward the strategic direction of their organization.

## STEPS TO IMPLEMENT MIM<sup>SM</sup>

- MANAGEMENT INTERVIEWS
- REVIEW & ASSESSMENT
- SIMPLIFIED COMPETITIVE ANALYSIS
- FOCUS GROUPS
- DESIGN/PRE-TEST MIM
- DATA COLLECTION
- TABULATION & PRE-ANALYSIS
- FORMULATE INITIAL STRATEGIC PLAN OUTLINE
- RECOMMENDATIONS

As an example, the initial survey could be designed to study these topics.

