

The logo features the word "AES" in blue with a grey swoosh above it, followed by "VISION" in black, and "2020" in large black digits below.

AES VISION 2020

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Executive Vice President, AES

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Miami Marriott Biscayne Bay

Problem-Solving Exercises

Purpose of exercise is to strengthen



Problem-Solving Exercises

Theme is “Collaboration”

- Try something new (experiment)
- Everyone participates
- Augment existing methods
- See what works and what doesn't

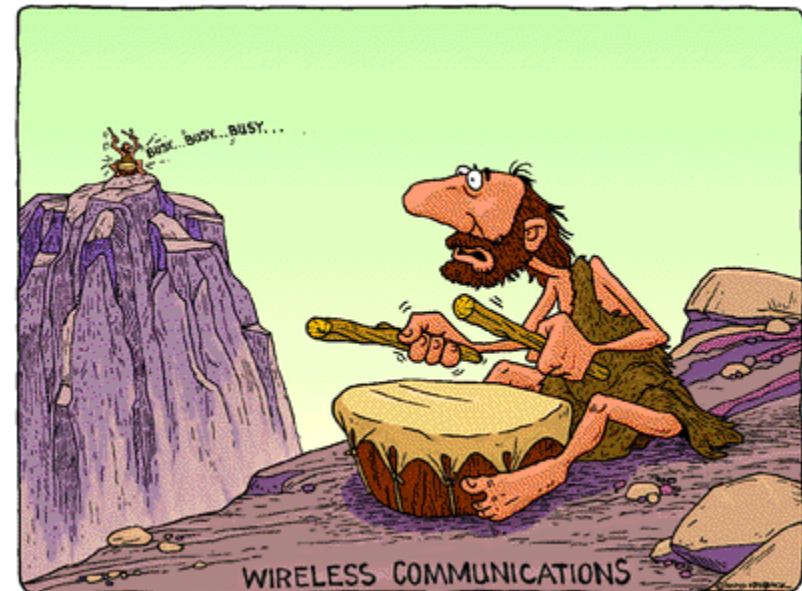


How do you prefer to communicate?































Everyone has their own preferences

- Face to face
- Telephone call
- Email
- Collaborative platform
- Instant message
- Written documents
- Other?

Wireless Communications



Communications Preferences Differ by Generation

		50+	35-50	20-35	Under 20
Face to face					
Telephone call					
Email					
Collaborative platforms					
Instant messaging					
Cloud-based collaborative documents					

Various Sources © Simon Walker & Candover Consulting

*lower initiation rates

Pre-Meeting Exercise

Ride-Sharing



- Get participants to join Collabratec before the meeting so that we could use the tool in the problem-solving exercises
- Gain some familiarity with the tool
- See what works and what doesn't
 - Specific inquiry
 - Relevant to many participants
 - Concise, fact-based responses
 - Limited timeframe

“TUBER”

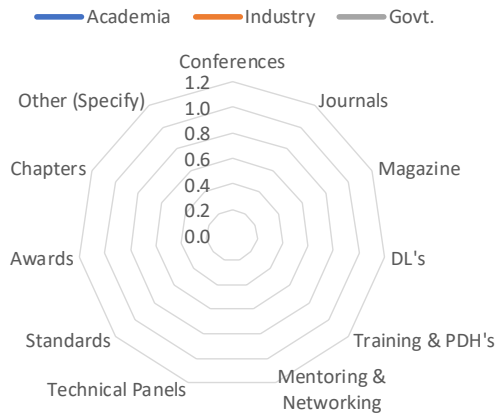


Stakeholder Preferences

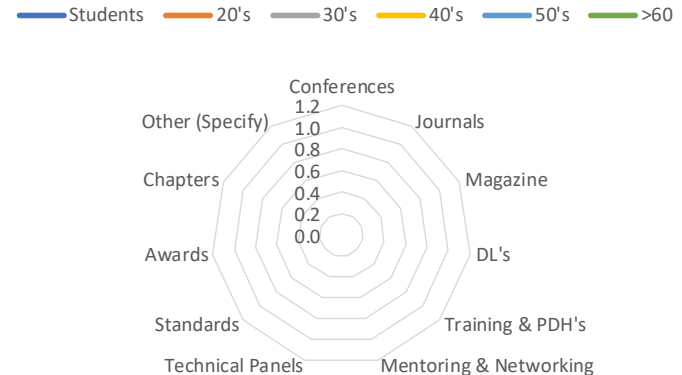
Rate the perceived preference for each AESS product/service/activity from 1-5 where 1=least preferred and 5=most Preferred

	Sector				Age					
	Academia	Industry	Govt.		Students	20's	30's	40's	50's	>60
Conferences				Conferences						
Journals				Journals						
Magazine				Magazine						
DL's				DL's						
Training & PDH's				Training & PDH's						
Mentoring & Networking				Mentoring & Networking						
Technical Panels				Technical Panels						
Standards				Standards						
Awards				Awards						
Chapters				Chapters						
Other (Specify)				Other (Specify)						

Perceived Preference by Sector



Perceived Preference by Age



Problem-Solving Exercise: AESS Mission, Vision and Brand



Mission Statement Review

Mission Statement Word Cloud

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**“It’s not a great mission statement,
but we’ll revise it if things get better.”**



No words used more than twice.
Does anything stand out?
Should there be any emphasis?

AESS Mission

(**Why we exist.** **What we do.**)



The mission of the AESS is to provide a responsive and relevant professional society that attracts, engages, aids, and retains a diverse set of members (age, culture, community – theoretical, managerial and applications) worldwide in the areas of our fields of interest as defined in our constitution. AESS will accomplish this through technical, chapter and society activities in the areas of conferences, publications, education, technical operations, industry relations, and member services.

Vision Statement Review

Vision Statement Word Cloud



“Maybe it’s time to change our vision statement.”

No words used more than twice.
Does anything stand out?
Should there be any emphasis?

AESS Vision Best Practice Questions

- Does the vision statement represent the preferred future of AESS?
- Does it simply represent a logical extension of today or are out-of-the-box and potentially disruptive changes represented?
- Is it concise and memorable?

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"I'm not satisfied with the new vision statement. I can still understand parts of it."

AESS Vision

(What we want to be.)



The vision of the AESS is to be essential to the worldwide technical community and be recognized for outstanding contributions in the fields of aerospace and electronic systems as demonstrated through the Society's products, service and offerings in the areas of conferences, publications, education, technical operations, industry relations, and member services.

AESS Brand


What is a brand?




- Not just a logo or tagline
- It's how people perceive the organization and it's products and services
- Exists in the mind of stakeholders
- Highlights tangible and intangible benefits
- Generates strong preference and loyalty

AESS Brand Identity

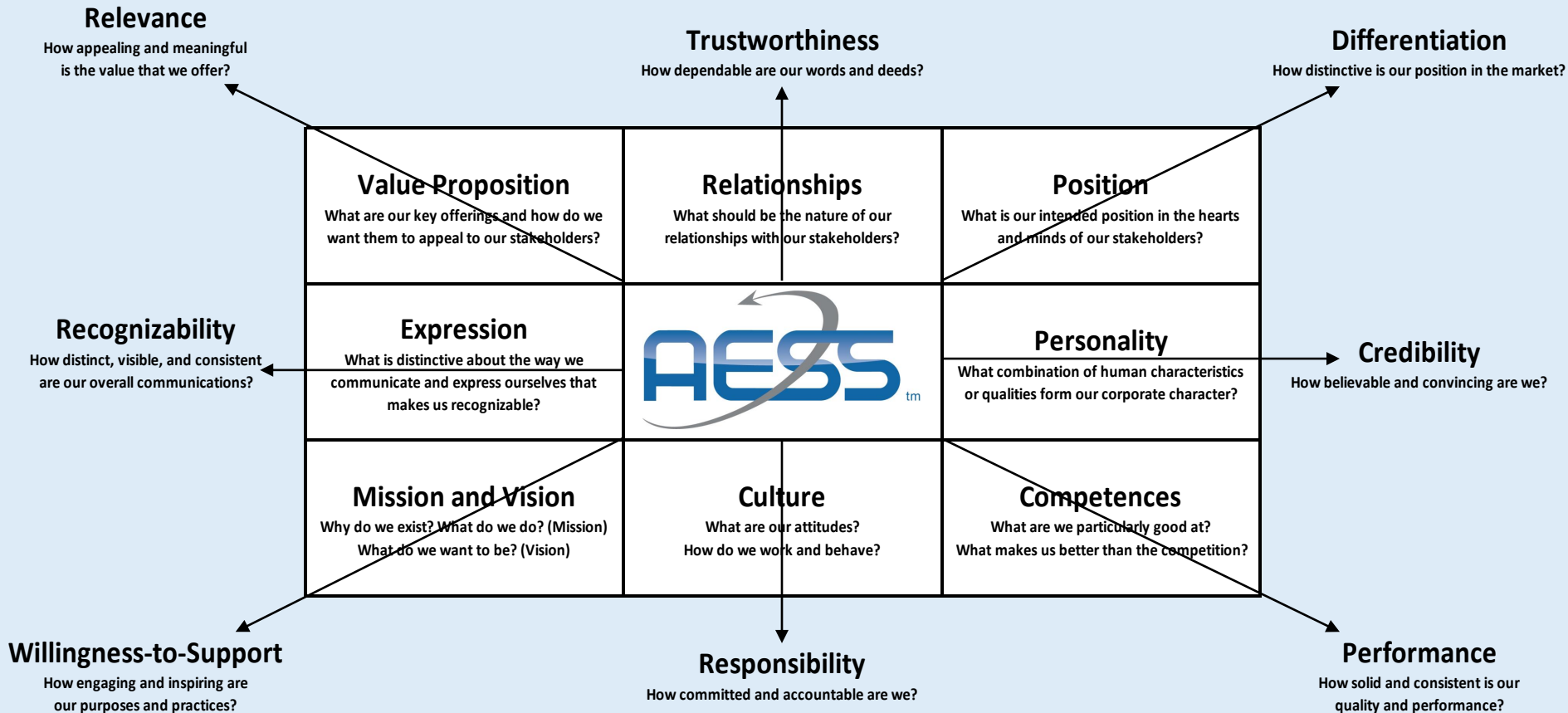
Combination of Several Factors

Value Proposition	Relationships	Position
Expression		Personality
Mission and Vision	Culture	Competences

Brand Identity Questions

Value Proposition What is the value of our key offerings to our stakeholders?	Relationships What should be the nature of our relationships with our stakeholders?	Position What is our intended position in the hearts and minds of our stakeholders?
Expression What is distinctive about the way we communicate and express ourselves that makes us recognizable?		Personality What combination of human characteristics or qualities form our corporate character?
Mission and Vision Why do we exist? What do we do? (Mission) What do we want to be? (Vision)	Culture What are our attitudes? How do we work and behave?	Competences What are we particularly good at? What makes us better than the competition?

AESS Brand Reputation



The Brand Funnel

Identify and then focus on how best to reach key constituencies.

Communicate in a compelling way that resonates with them.

Highlight the benefits and value.

Make it easy to join and renew.

To get your brand to stick in people's minds, you must focus on and highlight the benefits you want to communicate.

Consistently and repeatedly

Satisfaction
Delight

