



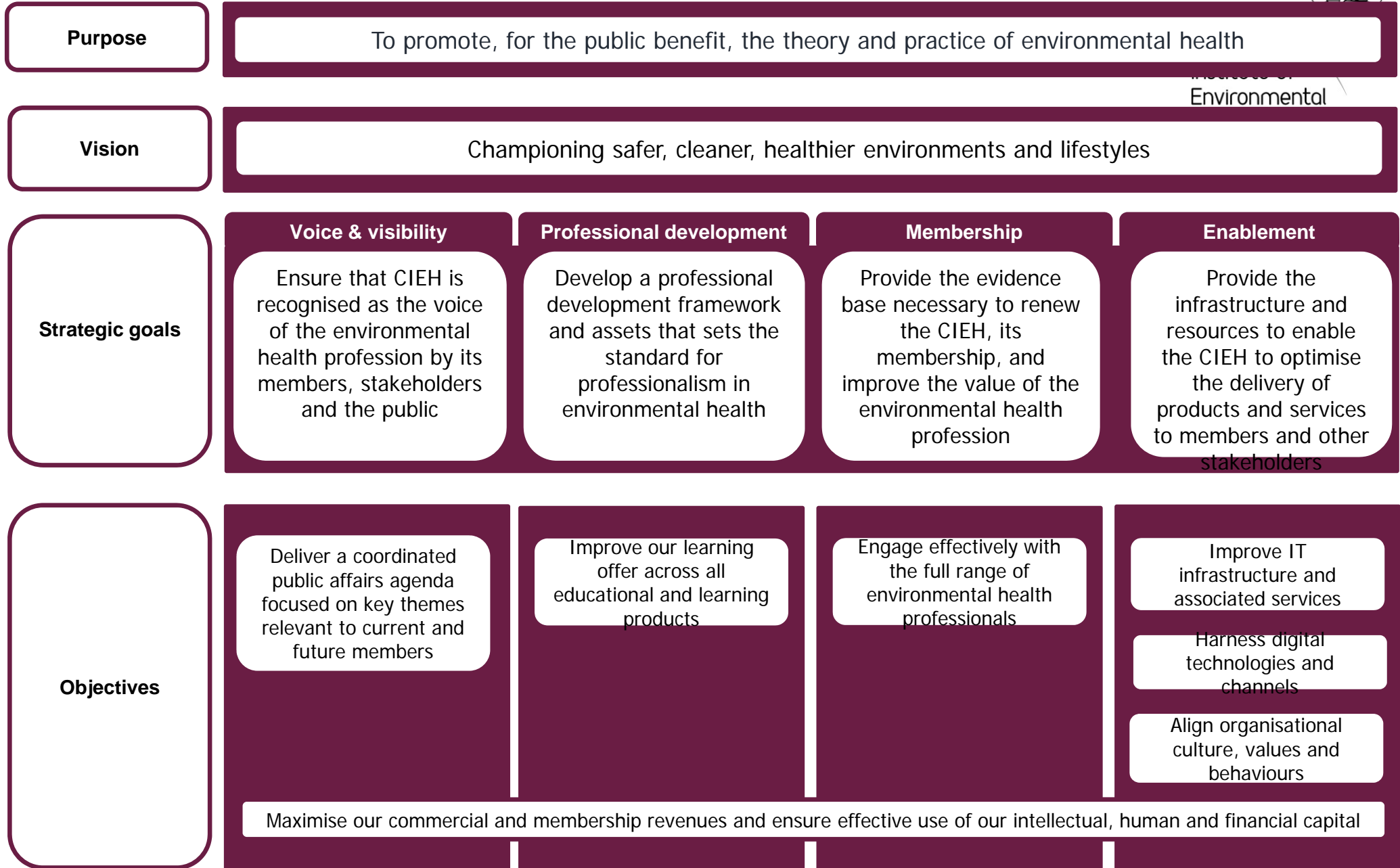
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# Member value map

AGM June 2016

# CIEH Strategy Programme



Transition steps

EH Career  
- Do I want to be an EHP?

Profession interviews  
- Is this far enough?

Professional progression  
- Do I want to specialise?

Promotion / career change / break / chartered Status

Full established career

Not working



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Professional development/ Chartered Status/fellowship

Life course

Student

Graduate

New professional (first 5 years)

Mid career

Mature career

Retirement

Thoughts

EH Career - Why do I need to be a member?

Now I have to start paying, what is the value?

How does membership help shape my career?

Is membership giving me what I need?

Do I really need membership any more now?

What's the point of being a member now?

support services

Career choices

Coaching

Mentoring

Guardianship, Pastoral Mentoring others

PPP and Interview training  
Student Connections  
Information, guidance

Technical briefings, Training Seminars, Workshops, Networks

Strategic/Leadership Support  
Conferences and Networks

Volunteering, Mentoring  
Governance  
Ambassadors



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# Member profile

A model to describe member needs and specific requirements.

Helps to create relevance and value to CIEH membership offer

Part of a bigger picture – Strategy Programme



# Involving you-why is it important?

- Know more about member needs and requirements
- Be structured to make ideas clear and tangible
- Test assumptions
- Bring in new thoughts, ideas and perspectives



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# What do we hope to achieve?



The outcomes of today  
will be fed into and  
inform market research  
sprint



# Activity

- Get into the “mind set” of the member group
- List the Member Jobs- what members do (Yellow)
- List Member pains – what gets in the way (Orange)
- List Member gains- what benefits/help (Blue)
- Prioritise the list – top 2 in each what is most important, extreme pain and essential gains)



# Strive to fit



- To assess how well the member needs fit the membership offer.





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# Thank you!

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