

Positioning

Positioning is how others think and talk about you and your organisation/club when you are not there.

Suppose you are trying to attract younger women, but they and others see you as staid and somewhat old fashioned. This does not necessarily mean that your club is in fact staid and old-fashioned. It means that that is how others think and talk about your club.

What is your current positioning – what do people currently say and think about your club? Ask your members and others how they see your club. Encourage brutal honesty. You want the truth.

What do you want people to say and think about your club?

Brainstorm up to four key things that you would like women in your community to say about your club. Examples - friendly, really active in current issues, really help people gain skills, have a lot of fun, have such interesting members, provide great training for small business owners, have wonderful speakers and so on.

Walk the talk

I hope that the next step is pretty obvious. Walk the talk. Make sure that your club actually is what you want people to say and think about it. If you want to appeal to younger members, do your homework and make sure that your meeting style, speakers and activities are in tune with the tastes of younger women.

Changing perceptions

Want women in your community to talk about your club as a great club for younger women to join? Look at your communication style. Is it crisp and modern or maybe a little formal and old-fashioned? When did your newsletter last get a makeover? How about your meeting venue? Your advertising?

Final Note

if you wanted to be seen as a senior professional person would you wear jeans and a T shirt to a high level meeting? No, neither would you wear your best Judith Malcolm suit to apply for a job as a gardener.