

# Elevating Engagement

*A presentation for*



**2024 SEA  
Leadership  
Retreat**

*By*

 **Amanda Lea Kaiser**

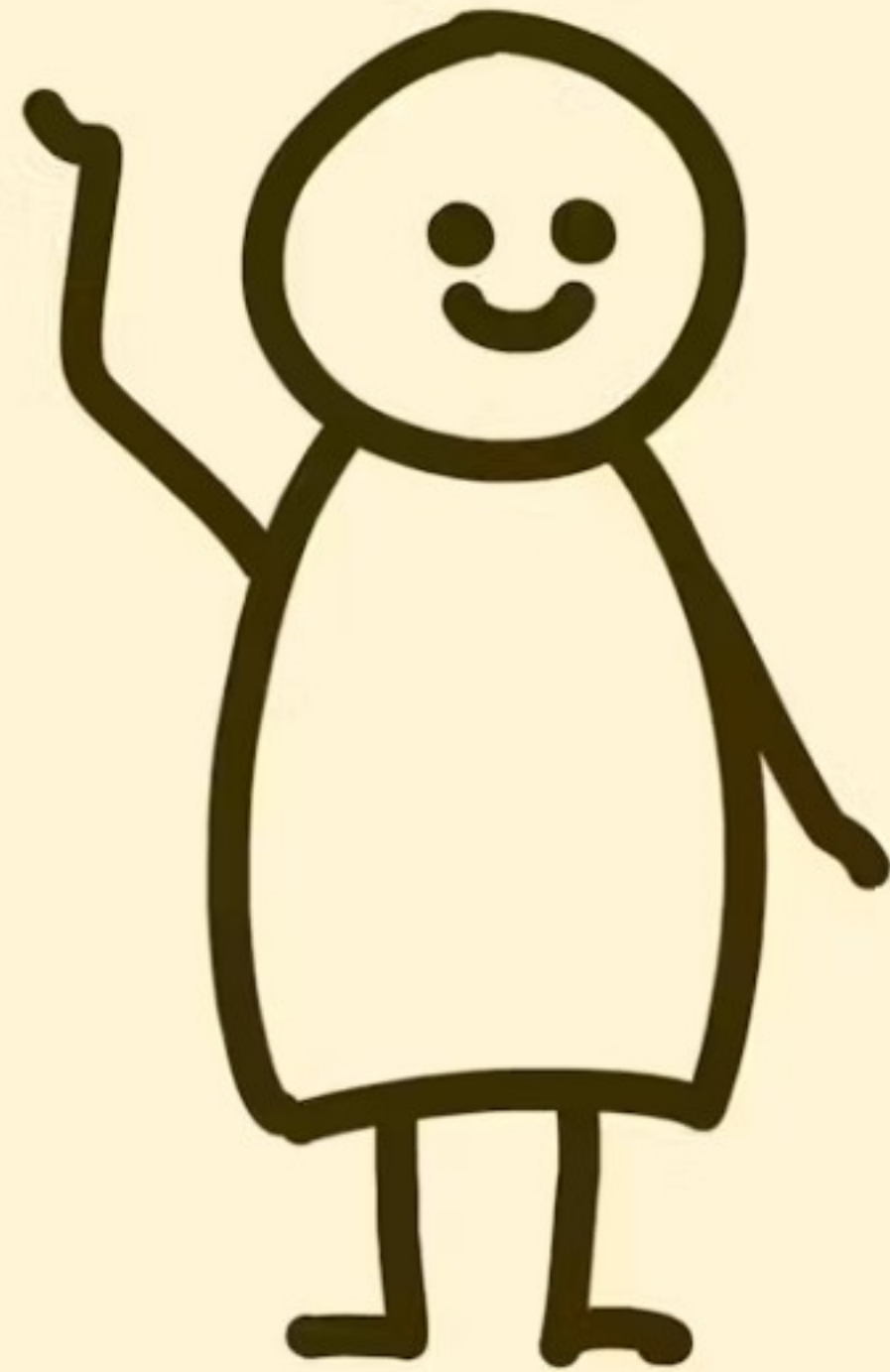


# How were you feeling while we were making music?





**Emotions are a key component of engagement!**









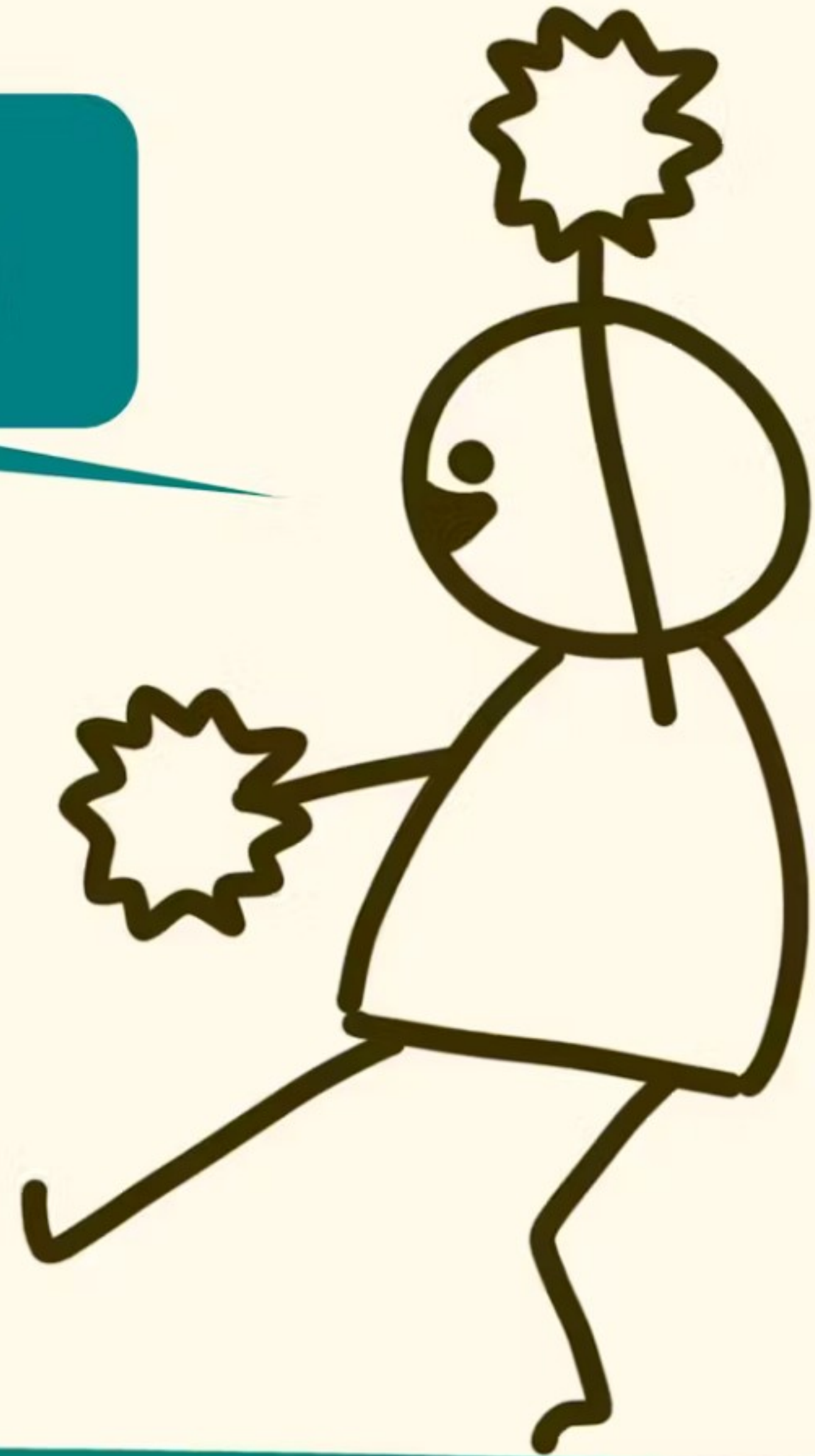








You go, CEO!





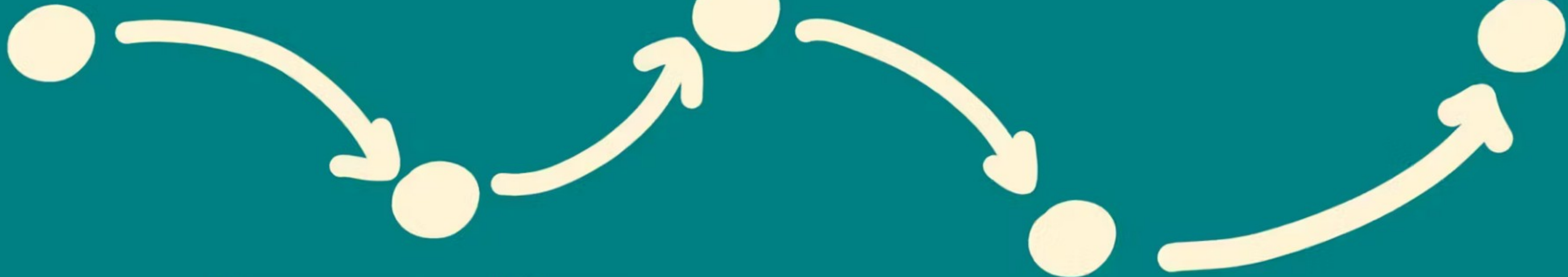




Experience

Emotion

Decision



Sense-making

Memory





# Formula for Engagement

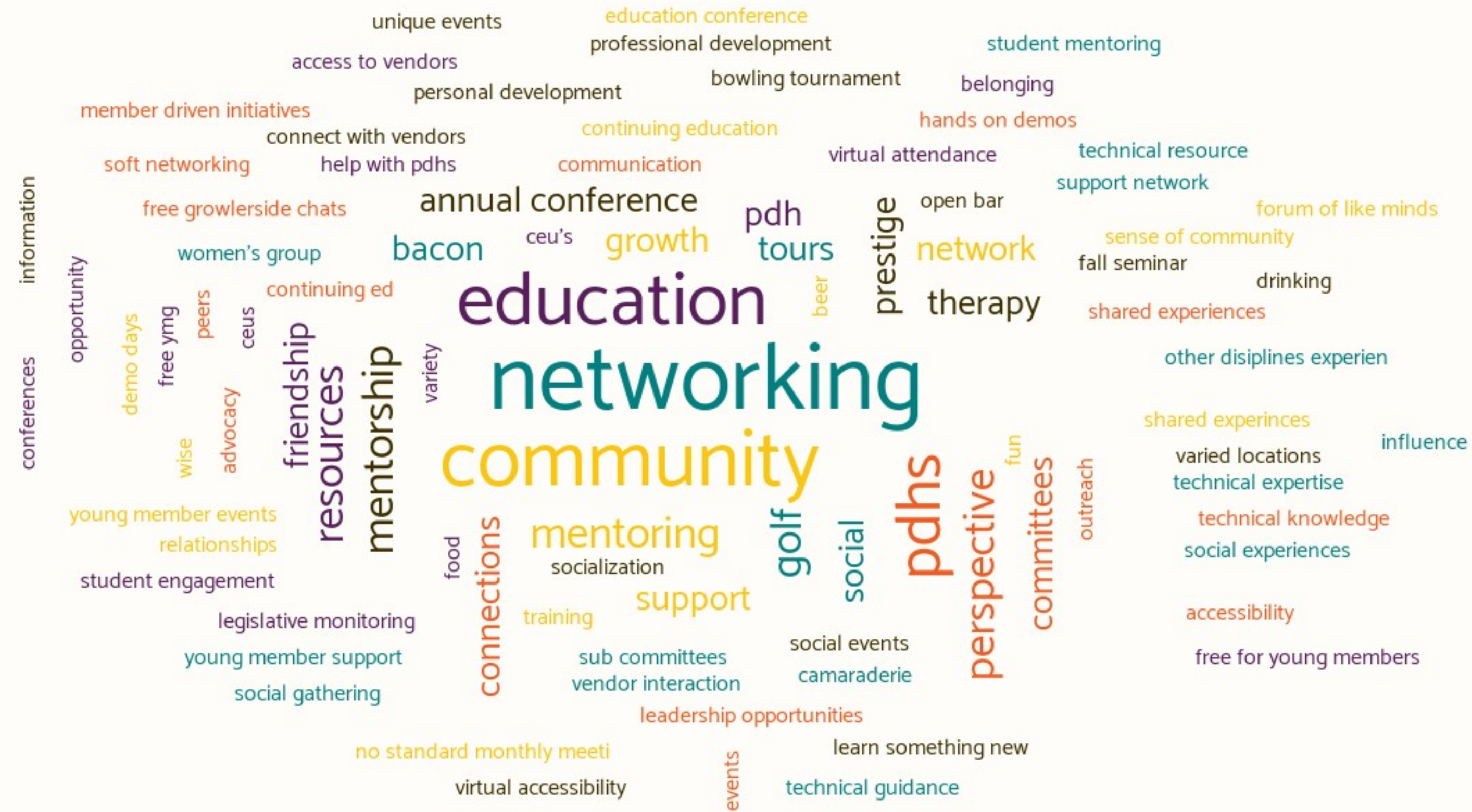
**Value + Experiences = Engagement**





# What is the value of your association for members?

165 responses





# Formula for Engagement

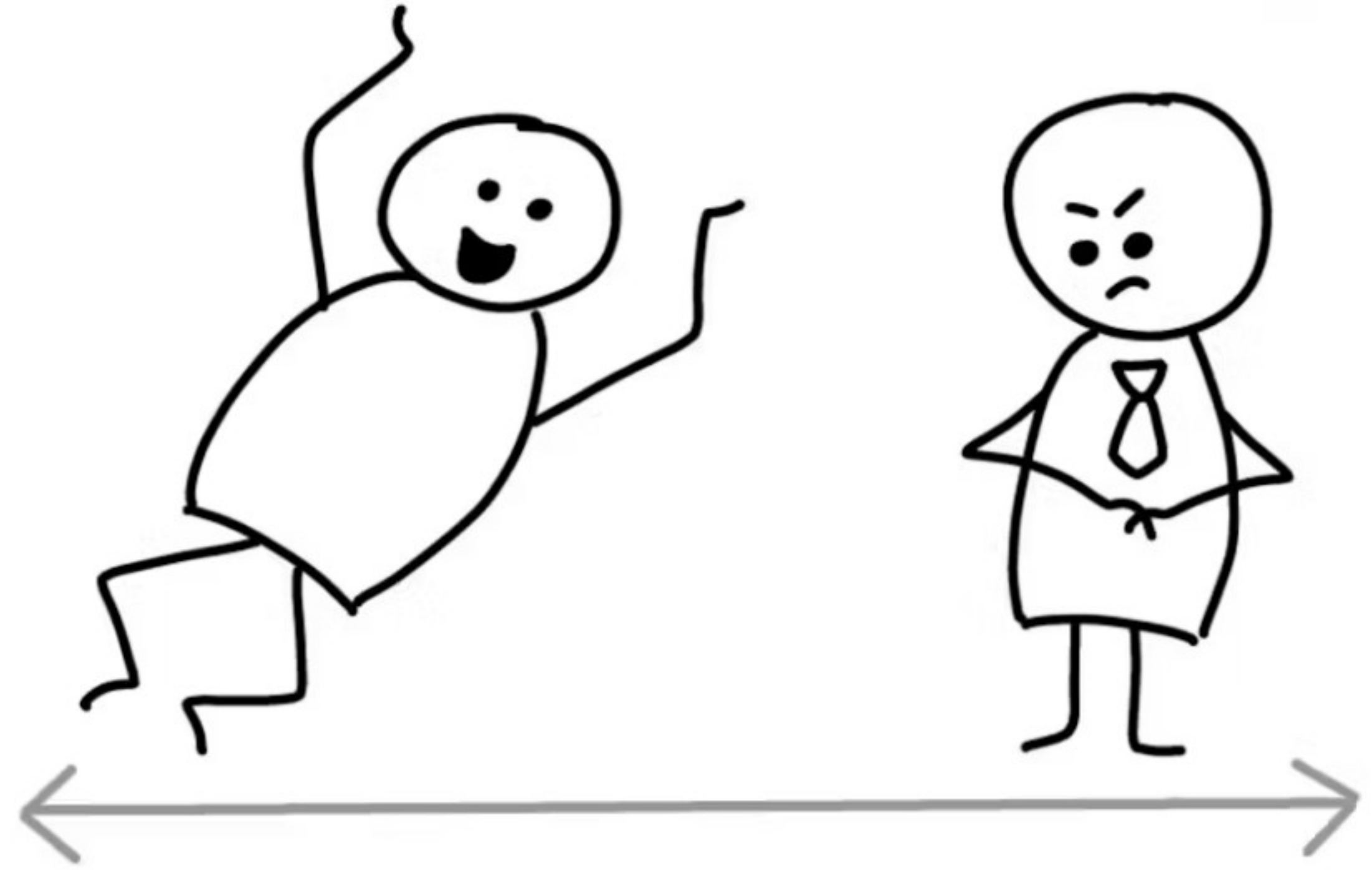
Value + Experiences = Engagement





Tone

# Experiences



Best Friend  
Forever Tone

Super-  
Professional Tone



Tone  
Personality — Experiences

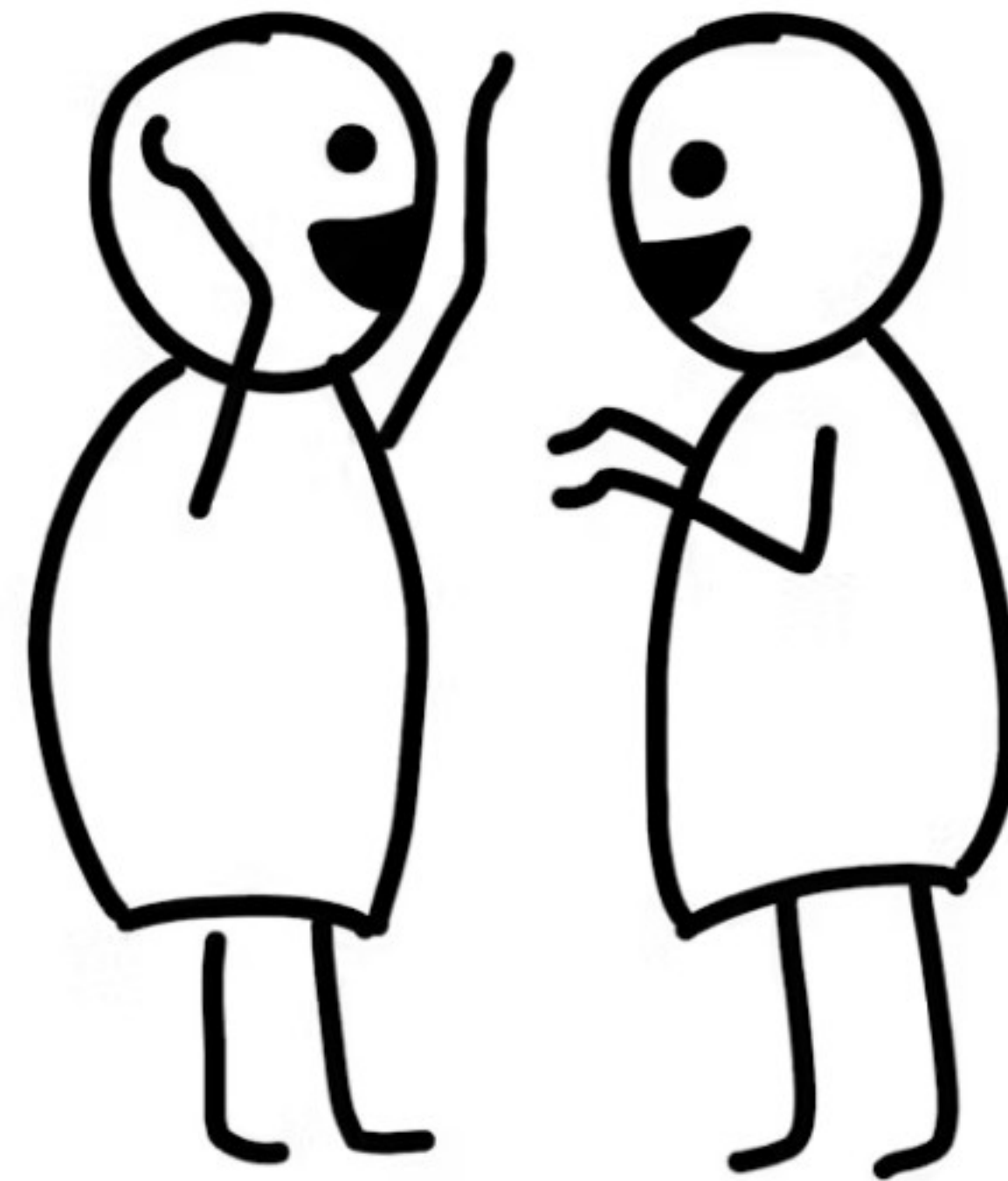




**Tone**  
**Personality**  
**Connection**

**Experiences**

**Connection**





# Formula for Engagement

**Value + Experiences**

*Tangibles*

*Intangibles*

**Solutions to  
Problems**

**How People  
Feel**

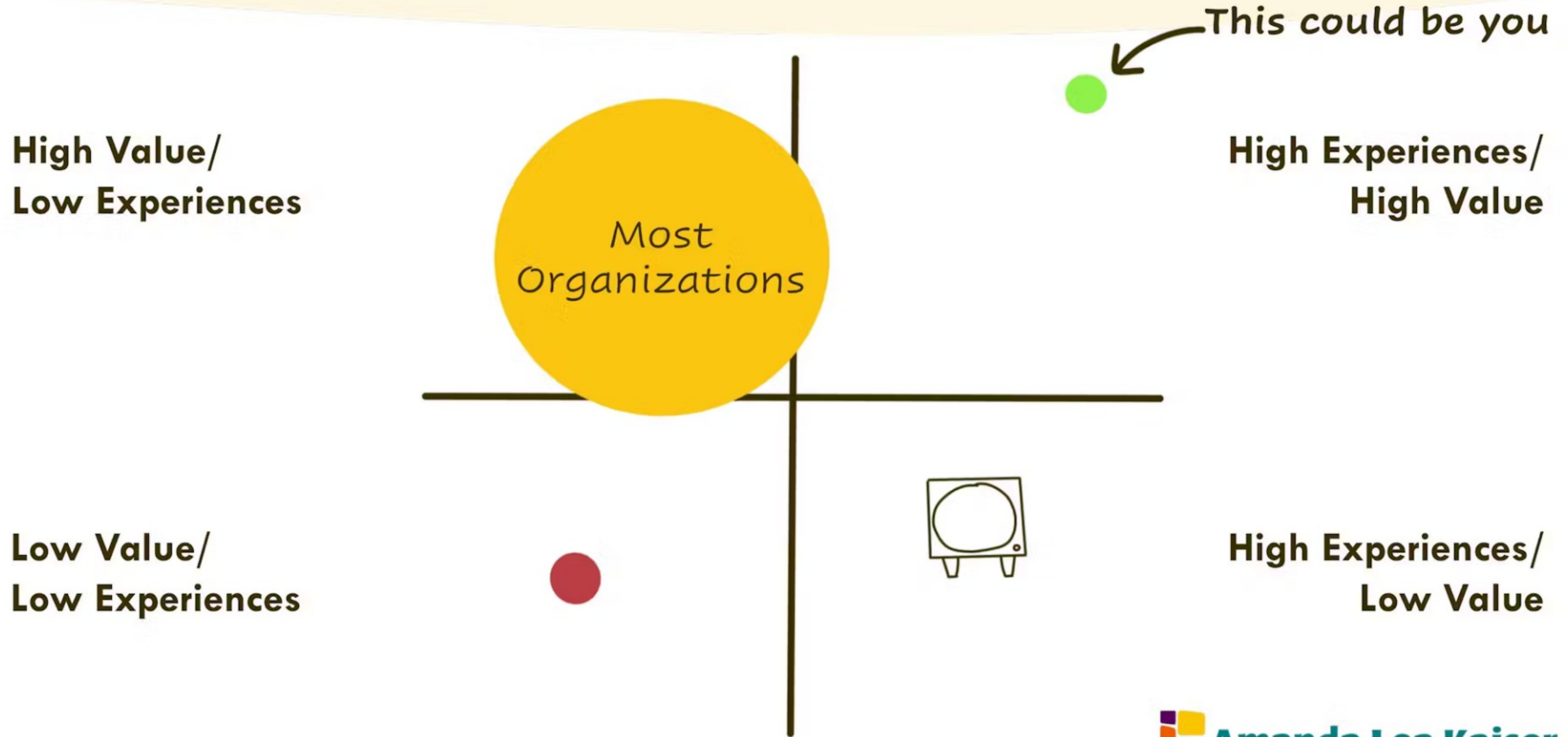


# From a shoppers perspective, how are most organizations?





# The Engagement Matrix





# What organizations, companies, and brands make you feel happy? 😊

Disney

Patagonia

REI

Oreo

Whole Foods

REI

Target

Target



# What organizations, companies, and brands make you feel happy? 😊

Community Theater

NPR

McDonald's

Disney

Church

Nintendo

Home Goods

noxgear



# What organizations, companies, and brands make you feel happy? 😊

Apple

Simpson

Starbucks

Target

AppleNorth face

Ikea

Doctors Without Borders

Chick-fil-A

# What organizations, companies, and brands make you feel happy? 😊

Chic-Fil-A, Bluey, Hobby Lobby, North Face

NPR

Wal mart

Smith & Wesson

Snowbasin

Nintendo

Wine shops

Target



# What organizations, companies, and brands make you feel happy? 😊

Dunkin Donuts

Trader Joe's

Apple

Chic Fil A

Nintendo

Crutchfield

Dodge

Finding Your Roots

# What organizations, companies, and brands make you feel happy? 😊

Church

Disney

REI

World Central Kitchen

NPR

Specialized bicycles  
Rogue fitness

Apple

Target



# What organizations, companies, and brands make you feel happy? 😊

Traders Joes

Costco

Android

Domino's

Church

Target

ESPN

Ikea

# What organizations, companies, and brands make you feel happy? 😊

Ikea

REI

Southwest

UGA

Atlas

Buc-ees

Church

NPR



# What organizations, companies, and brands make you feel happy? 😊

Mitek

Hydroflask

False idol -tiki bar

Atlas Tube

Nothing!

NCSEA

WTTW

Total Wine

# What organizations, companies, and brands make you feel happy? 😊

Callaway golf

Apple

Nintendo

REI

Amazon

Jeep

MiTek

NikeChick fil aBuffalo trace



# What organizations, companies, and brands make you feel happy? 😊

Target

MiTek

Southwest

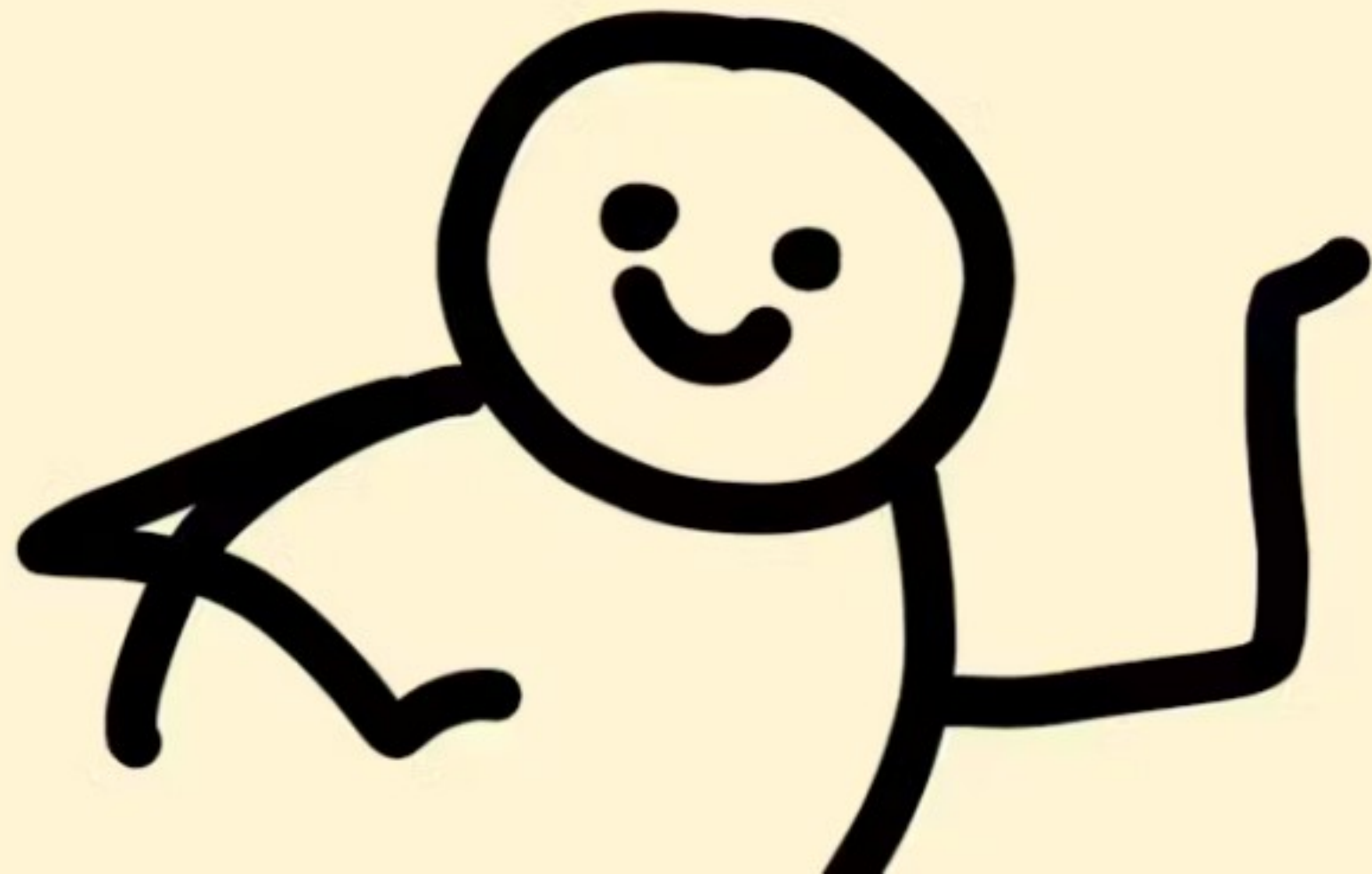
World central kitchen, npr,  
sprouts

MiTek

Ping

Like they made a good  
decision to join

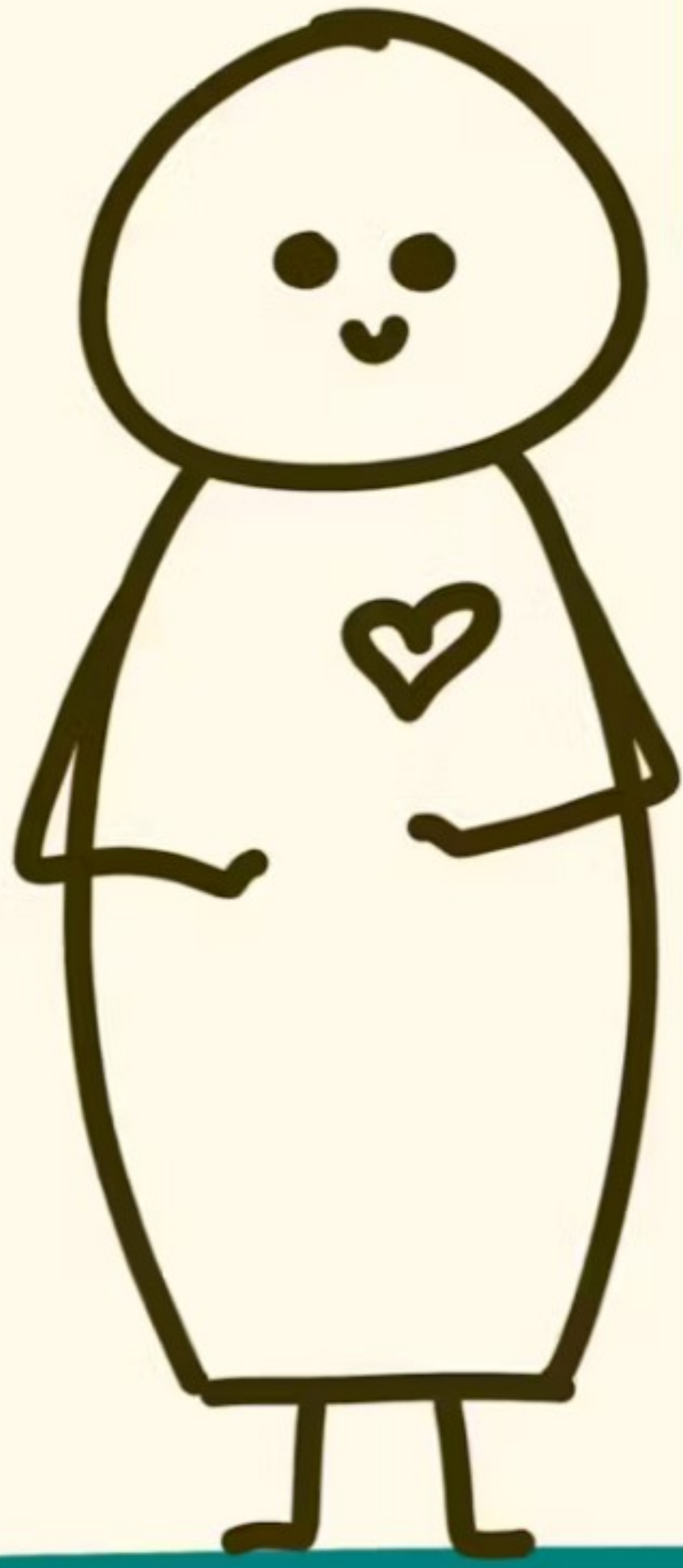
- 1. What was your green dot org?**
- 2. What makes them great?**
- 3. How can you adapt what they do to your association?**





# Kneeling Bus?!?!

How do you want  
people to feel?





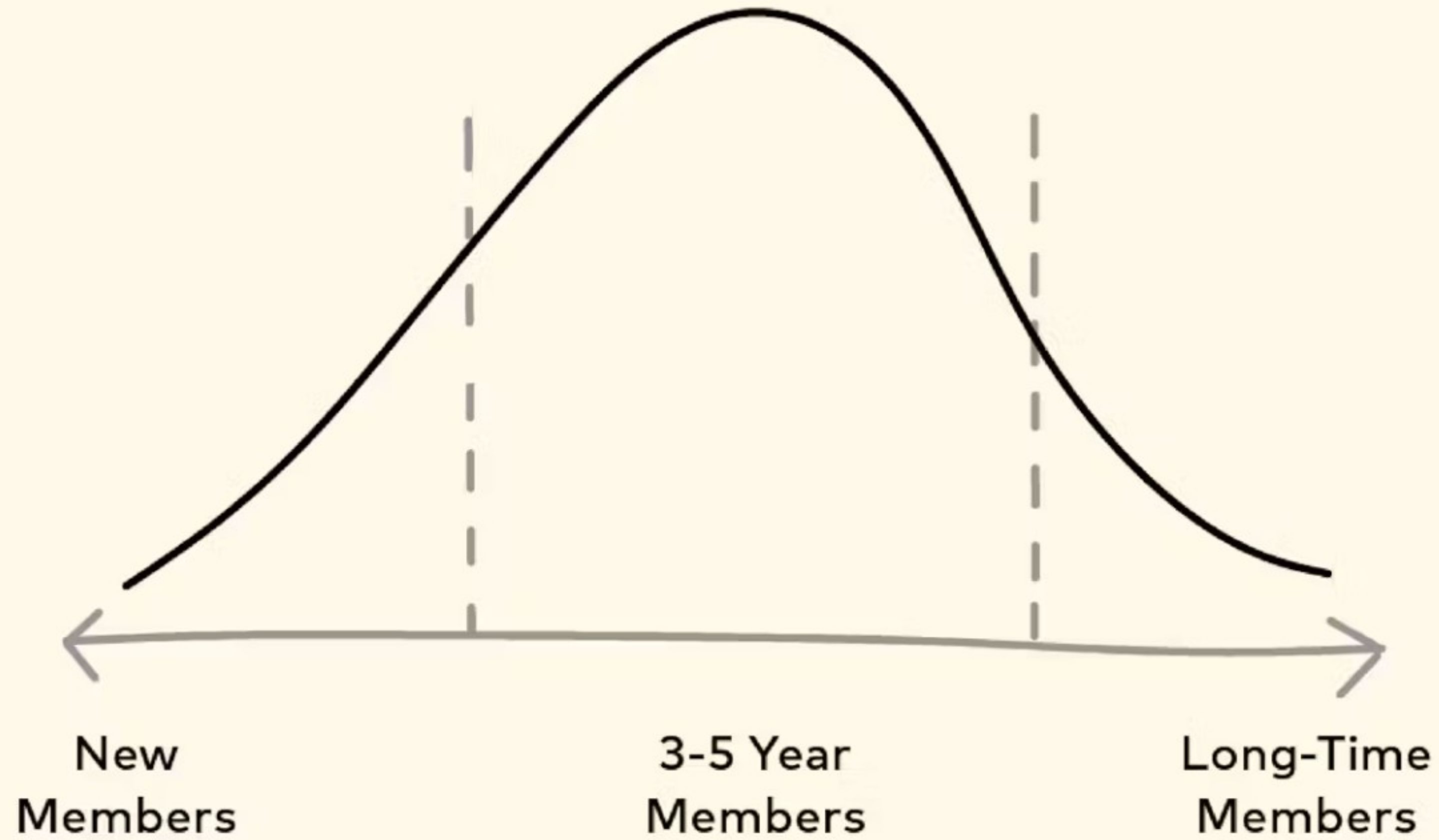




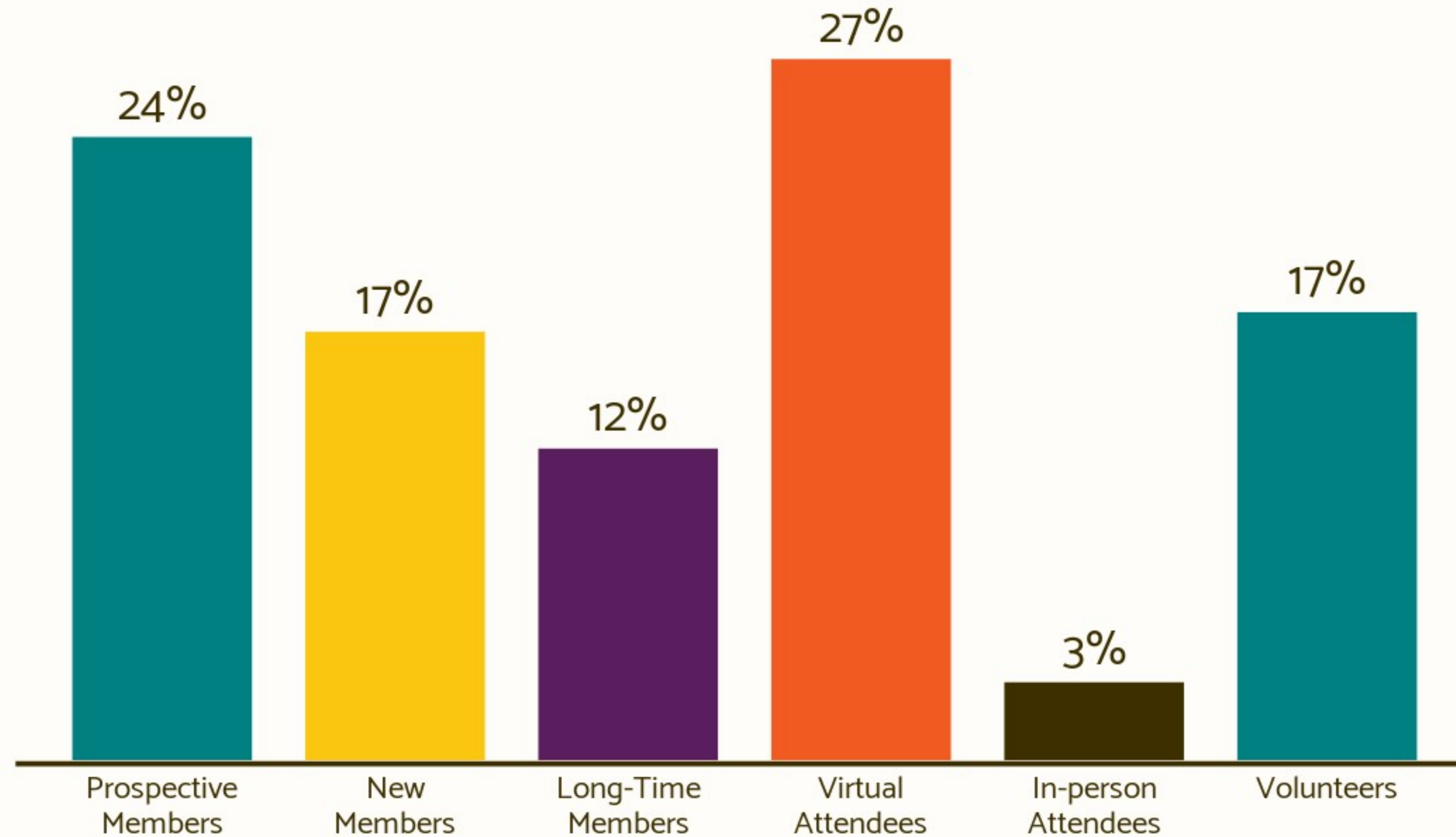




# Level of Engagement



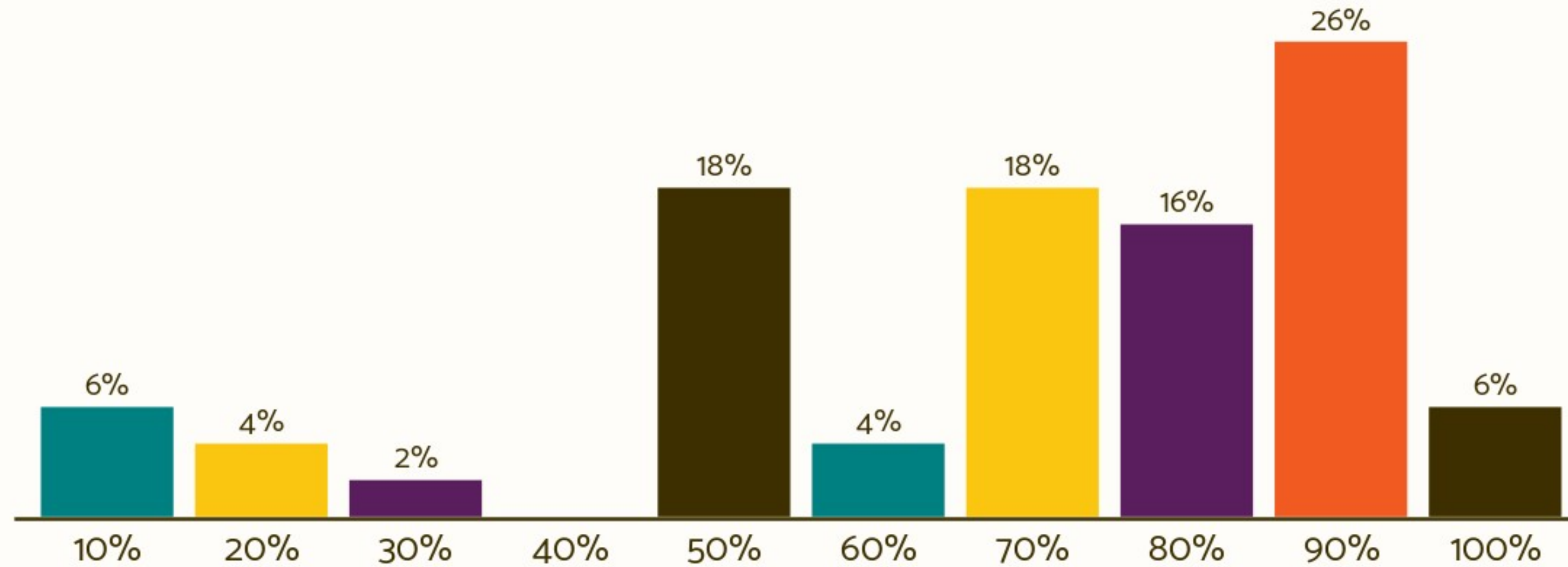
# Which stakeholders are the most difficult to engage?



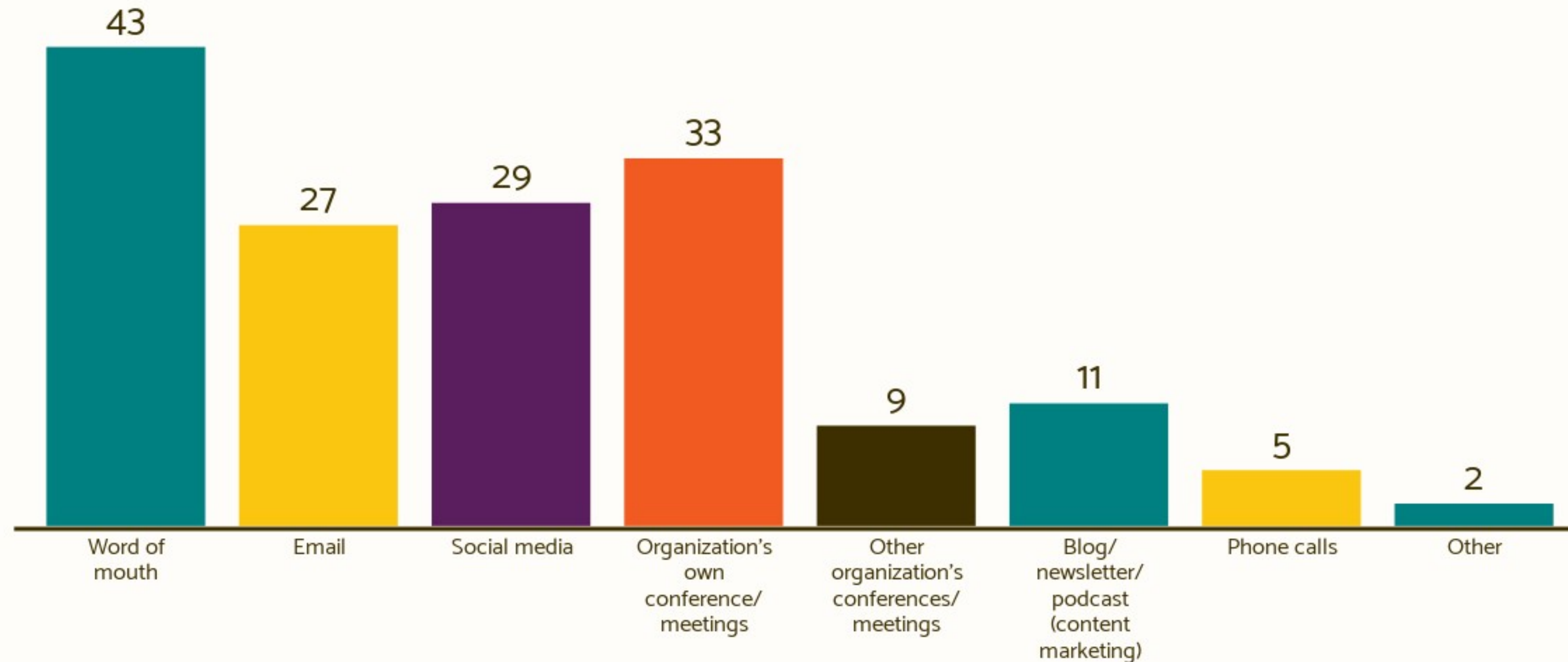


SELECT THE % THAT IS YOUR BEST ESTIMATE

# Of the people who become aware of your association, how many are hearing through word of mouth?



# What are all the ways your association gains awareness?





# What are some ways to attract potential members/young engineers?

Happy Hours

Demonstrate value

Events

Free trip to the NCSEA summit

Make it easy to sign up and fun to be

Bring a friend to a meeting

Signing bonus

Happy hours

# What are some ways to attract potential members/young engineers?

Address issues they're interested in

Social media

Fun

Sponsor student events

Personal invitation

Scholarships

Bribery

Scholarships



## What are some ways to attract potential members/young engineers?

Contact their supervisors for support

Social media

Give them a role. YMs can be great greeters for your meetings and it gives them a place to meet others

Free food/drinks

Site visits

Free drinks/food

Ginger Bread Bridge competition

Inviting them to the table

## What are some ways to attract potential members/young engineers?

Happy hours

Get the bosses on board and get the young while still in school

Happy hour

Easy sign up, fun

Provide topic presentations that interest them

Make signing up easy

Make them aware of group early.

Discounts for students



# What are some ways to attract potential members/young engineers?

Need buy-in from firm owners to support and encourage them.

Trivia night

Incentives

Get a quality list!

Beer, food, talking about financial literacy, monetary awards, talk about things other than engineering

YMG happy hours

Create value by providing opportunity for employment  
Media recognition

Engage older engineers and principals, they can encourage young engineers to attend

# What are some ways to attract potential members/young engineers?

Pizza, socials, free conference attendance, sponsor teams, scholarships, networking, future employers

Connect them to Atlas Tube

Encouragement from companies

University organization

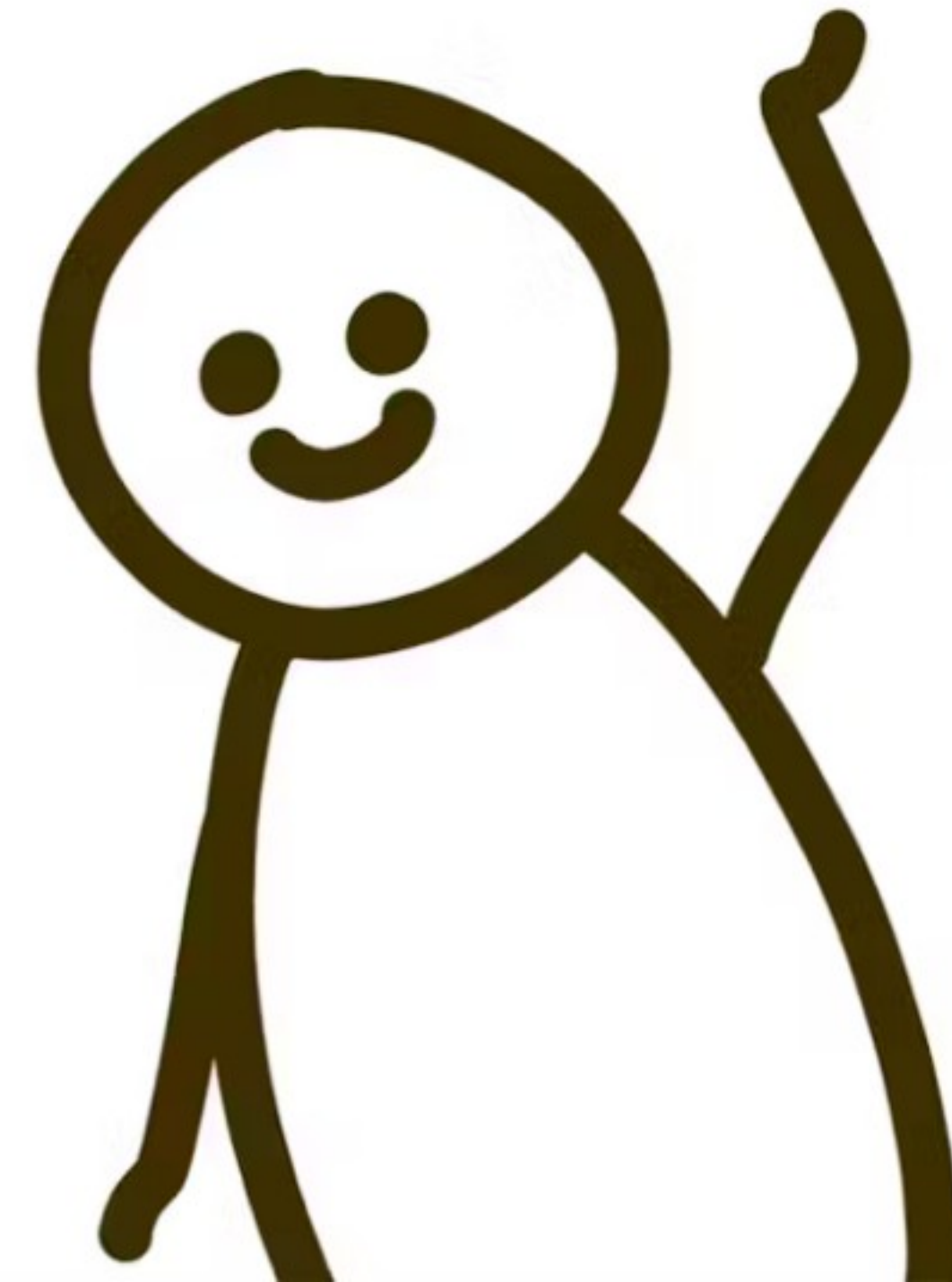
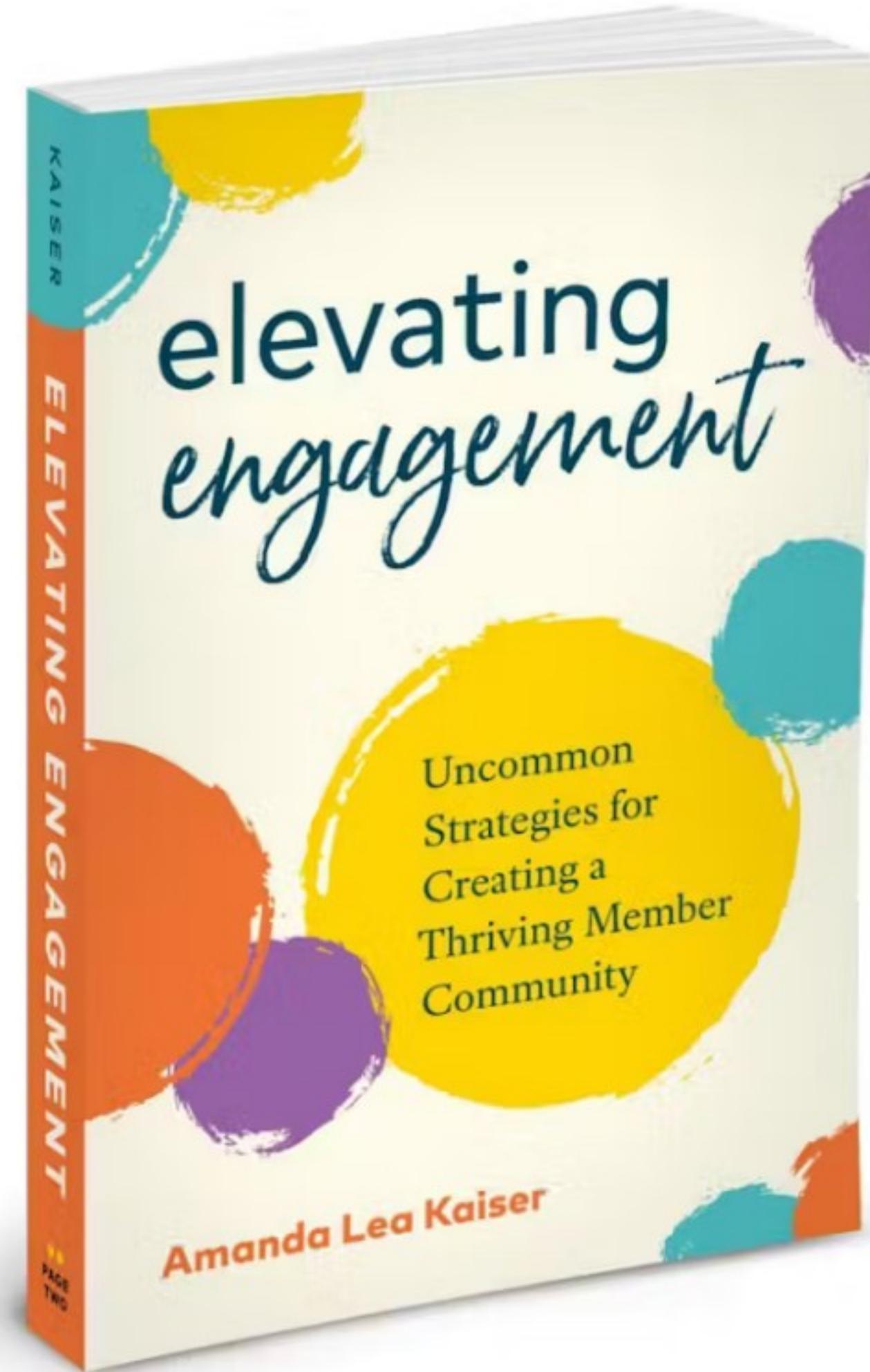
Get boss to support participation

Challenge committee to invite their members to in-person events



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Workshops





## List one idea from today that you would like to try.

Greeters at meetings

Thinking about how we want members to feel

Bacon

BACON

Bacon

Think of the experience and not just the value

Welcome new member guide

Unofficial start in meetings

## List one idea from today that you would like to try.

College involvement

Use emotion to trigger engagement

Referral program

Welcome, startup guide.

Experience

Changing tone of official emails to be more open and casual

Network before virtual meeting

Call companies that don't participate currently



## List one idea from today that you would like to try.

Personal welcome

Focus on feeling

Ask the question how we want members to feel

Encouragement from leadership

Free drinks

Immediate engagement

Bring more coworkers to events

Enthusiasm

## List one idea from today that you would like to try.

For our events that are already very valuable, focus on the experience.



# Thank you





# Atlas *Tube*

*A ZEKELMAN COMPANY*





You go, CEO!

