



Attractive Value Characteristics/Deal-Makers

Members and prospective members, considering whether to renew membership, or join a chapter-based organization like ours, desire and look for these characteristics.

In this organization members are:

1. Appreciated/sought for their talents
2. Approached about their needs
3. Given a high efficient return on their investment of time, energy and resources
4. Welcoming to diversity in membership

This organization gives all members opportunities for:

5. Creativity—participation in "imagineering" new or improved results
6. Participative leadership—power to influence the pace, content and direction of the organization's life
7. Skill, talent and knowledge growth
8. Social Circle

This organization has:

9. Astute and trustworthy managers & leaders with succession
10. Community Acclaim—membership is a community-wide respected status
11. Peer appeal—cool enough to invite friends
12. Upbeat ambiance—interwoven fun, humor and positive attitudes
13. Value-driven Mission—the opportunity to transform society
14. Variety
15. Visual appeal

Of the 15 characteristics, these eight Deal-Makers are so strongly sought that if any one of them is weak or only average, it becomes a Deal-Breaker:

Services:

5. Creativity
7. Skill, Talent, Knowledge Growth

Packaging:

3. Given a High Efficient Return
12. Upbeat Ambiance—Fun
11. Peer Appeal
9. Astute Leaders
6. Participative Leadership
1. Appreciated/Sought for Talents

Sources:

Richard Florida [Rise of the Creative Class](#)
 Robert Putnam [Bowling Alone](#)
 Frances Hesselbein [Hesselbein on Leadership](#)
 Jim Collins [Good to Great and the Social Sectors](#)
 Ari de Geus [The Living Company](#)
 Melinda Davis [The New Culture of Desire](#)
 Louis Patler [TrendSmart](#)
 Peter Drucker [Managing in the Next Society](#)
 Scott Bedbury [A New Brand World](#)