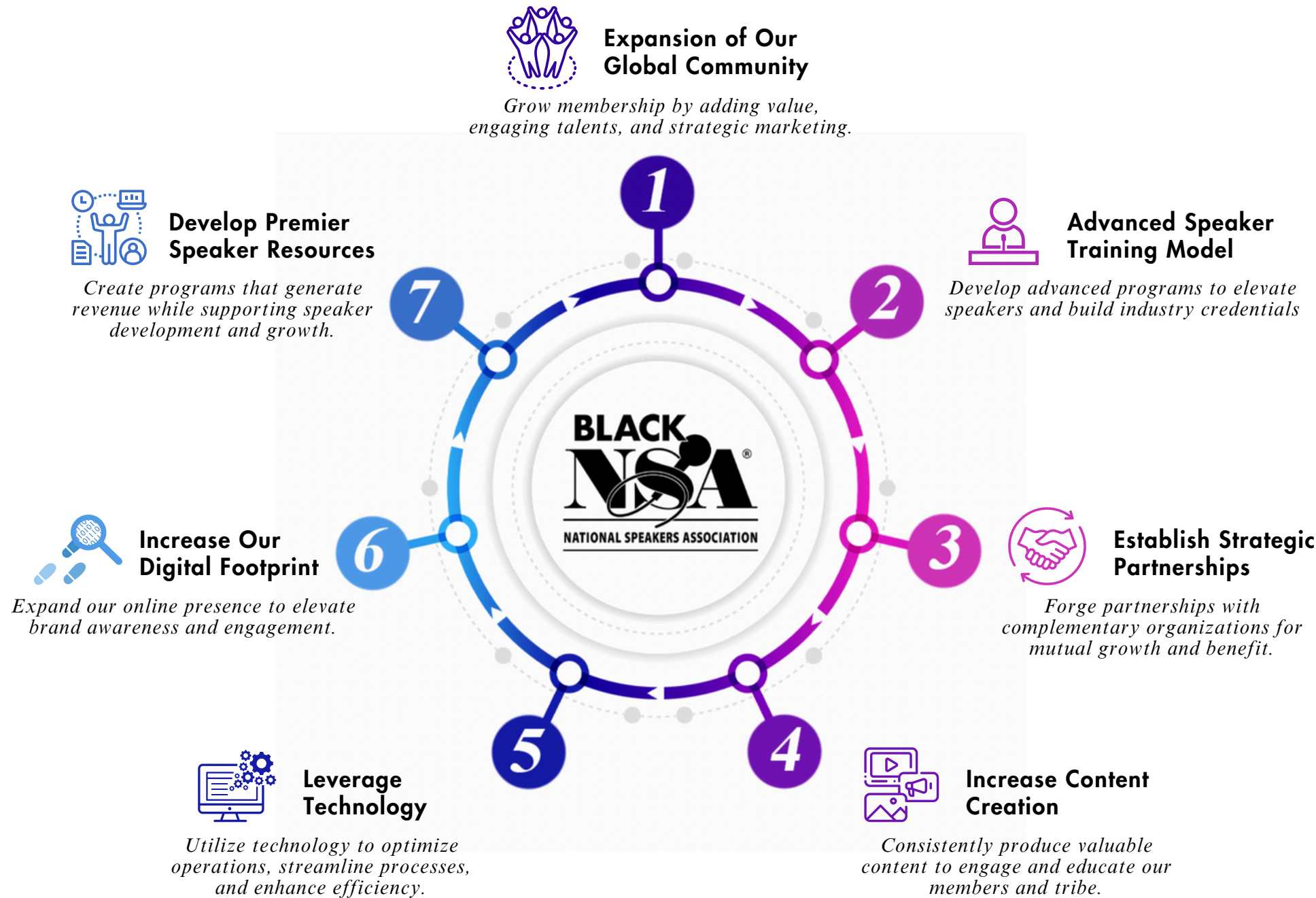# THE 7 GROWTH STRATEGIES
TO 10X OUR MEMBERSHIP IMPACT IN 3 YEARS

BLACK NSA®
NATIONAL SPEAKERS ASSOCIATION

1 — Expansion of Our Global Community
Grow membership by adding value, engaging talents, and strategic marketing.

2 — Advanced Speaker Training Model
Develop advanced programs to elevate speakers and build industry credentials

3 — Establish Strategic Partnerships
Forge partnerships with complementary organizations for mutual growth and benefit.

4 — Increase Content Creation
Consistently produce valuable content to engage and educate our members and tribe.

5 — Leverage Technology
Utilize technology to optimize operations, streamline processes, and enhance efficiency.

6 — Increase Our Digital Footprint
Expand our online presence to elevate brand awareness and engagement.

7 — Develop Premier Speaker Resources
Create programs that generate revenue while supporting speaker development and growth.

How We're Going to Get There

1. Expansion of Our Global Community
We will grow our community by consistently providing value and creating opportunities for members to engage and serve. By spotlighting members and their achievements, we increase their visibility, while strategic marketing efforts effectively attract and retain a diverse, global membership base.

2. Advanced Speaker Training Model
Our training model will provide advanced educational programs, catering to both seasoned and emerging speakers. We will support members pursuing professional designations, such as the Certified Speaking Professional or Global Speaking Fellow, to enhance their skills and credibility in the industry.

3. Establish Strategic Partnerships
We will identify and cultivate partnerships with organizations that align with our mission. These partnerships will foster collaborative opportunities, increase our membership, and create mutually beneficial relationships that enhance value for our members and our partners alike.

4. Increase Content Creation
By regularly creating relevant, timely, and thought-provoking content, we will provide continuous value to our members. This strategy aims to inform, inspire, and engage members, ensuring they receive the guidance needed for professional growth within the speaking industry.

5. Leverage Technology
We'll enhance our technology systems to automate workflows, organize data efficiently, and streamline our operational processes. This will not only improve member experience but also enable us to manage growth effectively and deliver high-quality services.

6. Increase Our Digital Footprint
We'll strategically boost our digital presence through intentional content creation and distribution. This effort will increase brand visibility, enhance our reputation, and effectively promote the benefits of BlackNSA membership to attract new members and retain current ones.

7. Develop Premier Speaker Resources
We will design high-value programs and products that not only support speaker development but also serve as revenue streams for the organization. These resources will be tailored to meet the evolving needs of our members and attract prospective members.

Timeline: July 2024 to June 2027