



the MEMBER SERVICES DIAGNOSTIC QUESTIONNAIRE

INSTRUCTIONS: This questionnaire is part of a survey to assess the performance and practices of the organization identified below and to uncover areas of concern so that we can make improvements and solve any problems that might exist. Your cooperation is appreciated.

Please complete the questionnaire carefully and thoughtfully. Inside you will find listed, several statements. You are asked to make two evaluations for each item. **First, in the left-hand column,** you

are asked to assess the "*Importance*" of the item to the success of the organization. Record your assessment of each item by circling (O) or placing an (X) on the appropriate response on the five-point scale.

Then, in the right hand column, you are asked to assess the performance of the the organization using a numerical rating from 1 to 5 The meanings for each response is indicated at the top of the column.

BASIC INFORMATION

ORGANIZATION: _____
GROUP: MEMBER _____ CLIENT _____ SUPPLIER _____ FUNDER _____ other _____



LEFT SIDE: <i>importance to you</i>	RIGHT SIDE: <i>how are we doing?</i>
5 = absolutely essential for me	5 = I am completely satisfied
4 = should provide, if possible	4 = I am satisfied
3 = nice to have, but not essential	3 = I am somewhat satisfied
2 = not important to me	2 = I am dissatisfied
1.= should not provide	1.= I am very dissatisfied

<i>importance to you</i>	ABOUT OUR OVERALL MEMBER SERVICE DELIVERY...	<i>how are we doing?</i>
1 2 3 4 5	1. FRIENDLINESS: member service staff are warm, helpful and friendly.	1 2 3 4 5
1 2 3 4 5	2. TIMELINESS: service to members is fast and efficient.	1 2 3 4 5
1 2 3 4 5	3. RECOVERY: when an error is made it is acknowledged and fixed with minimum hassle and minimum delay	1 2 3 4 5
1 2 3 4 5	4. UNIQUENESS: this service is unique and different from that provided anywhere else.	1 2 3 4 5
1 2 3 4 5	5. COSTS: membership in this organization provides good value for the fees paid.	1 2 3 4 5
1 2 3 4 5	6. IMPROVEMENT: the organization is constantly making its products and services better and better.	1 2 3 4 5
1 2 3 4 5	7. INNOVATION: the organization is constantly finding new and creative ways to meet member needs and wants.	1 2 3 4 5
1 2 3 4 5	8. ACCESS: the organization offers convenient, easy access where and when the members wants it.	1 2 3 4 5
1 2 3 4 5	9. VALUE-DRIVEN: this organization has clear, positive values and lives up to them.	1 2 3 4 5
1 2 3 4 5	10. "GREEN": this organization is environmentally friendly.	1 2 3 4 5
1 2 3 4 5	11. SAFE: the products and services of this organization are safe.	1 2 3 4 5
1 2 3 4 5	12. RESPONSIVE: this organization is responsive to its members' needs and wants.	1 2 3 4 5
1 2 3 4 5	13. QUALITY: all of the products and services of this organization are of the highest quality.	1 2 3 4 5
1 2 3 4 5	14. TECHNOLOGY: this organization uses technology appropriately to serve member needs.	1 2 3 4 5
1 2 3 4 5	15. KNOWLEDGE: the staff providing service are knowledgeable, skilled and up-to-date.	1 2 3 4 5

<i>importance to me</i>	ABOUT OUR SPECIFIC SERVICES...	<i>how are we doing?</i>
1 2 3 4 5	16. CONVENTIONS AND CONFERENCES: The organization brings its membership together in a timely, productive, and cost-effective manner to deal with important matters.	1 2 3 4 5
1 2 3 4 5	17. EDUCATION AND TRAINING: The organization provides the basic training and education needed by aspiring entrants to the profession.	1 2 3 4 5
1 2 3 4 5	18. . PROFESSIONAL UPDATE: The organization provides helps its accredited members to stay current with the latest in research results; new methodologies, tools and techniques; and information on trends and issues.	1 2 3 4 5
1 2 3 4 5	19. ADVOCACY: The organization advocates clearly and forcefully on behalf of its membership to governments and other institutions.	1 2 3 4 5
1 2 3 4 5	20. MEETINGS: Membership meetings are productive, informative, and timely.	1 2 3 4 5
1 2 3 4 5	21. NETWORKING IN: The organization provides opportunities to meet and build relationships with others in the profession.	1 2 3 4 5
1 2 3 4 5	22. NETWORKING OUT: The organization provides opportunities to meet and build relationships with important persons outside of the profession.	1 2 3 4 5
1 2 3 4 5	23. PROFESSIONAL STANDARDS: The organization establishes and maintains high but attainable performance standards for the profession.	1 2 3 4 5
1 2 3 4 5	24. PUBLIC RELATIONS: The organization promotes a positive public image of the profession.	1 2 3 4 5
1 2 3 4 5	25. ETHICS: The organization establishes and maintains high but attainable ethical standards for the profession.	1 2 3 4 5
1 2 3 4 5	26. DISCIPLINE: The organization deals firmly but fairly with those members who fail to live up to the established standards.	1 2 3 4 5
1 2 3 4 5	27. PUBLIC TRUST: The organization operates in a way that builds and maintains public trust and confidence in the profession.	1 2 3 4 5
1 2 3 4 5	28. CLIENT DEVELOPMENT: The organization helps build a strong, informed and loyal client base for the profession.	1 2 3 4 5
1 2 3 4 5	29. MARKET DEVELOPMENT: The organization helps its members understand and respond to the changing needs of their existing and potential clients.	1 2 3 4 5
1 2 3 4 5	30. PARTNERSHIPS: The organization builds relationships with other groups and individuals that bring new strengths and opportunities.	1 2 3 4 5
1 2 3 4 5	31. NEWS/VIEWS: The organization keeps its members up-to-date on events, people, opinions, and other news of interest to members.	1 2 3 4 5
1 2 3 4 5	32. RESEARCH AND DEVELOPMENT: The organization conducts/commissions appropriate research into important areas affecting the profession.	1 2 3 4 5

1 2 3 4 5	33. INSURANCE: The organization provides low cost professional liability insurance.	1 2 3 4 5
1 2 3 4 5	34. SHARED BUYING: The organization provides low cost purchasing of products and services through our strength in numbers.	1 2 3 4 5
<i>importance to me</i>	ABOUT OUR VOLUNTEER LEADERSHIP, PARTICIPATION, RESPONSIVENESS...	<i>how are we doing?</i>
1 2 3 4 5	35. VISION: Our leaders develop a vision of the future that inspires and motivates members and staff.	1 2 3 4 5
1 2 3 4 5	36. CHALLENGE: Our leaders take risks and challenge old and outdated ways of thinking.	1 2 3 4 5
1 2 3 4 5	37. CONFLICT: Our leaders face conflict within our organization rather than avoid it, or hide it.	1 2 3 4 5
1 2 3 4 5	38. STRENGTHS: Our leaders build on the strengths of our organization and its members.	1 2 3 4 5
1 2 3 4 5	39. COMMITMENT: Our leaders develop and build support for change before they proceed .	1 2 3 4 5
1 2 3 4 5	40. REWARDS: Our leaders celebrate and reward the achievements of individual members who make outstanding contributions.	1 2 3 4 5
1 2 3 4 5	41. VALUES: Our leaders are committed to integrity, ethics and the truth.	1 2 3 4 5
1 2 3 4 5	42. PARTICIPATION: Leaders encourage member participation in making decisions that affect them.	1 2 3 4 5
1 2 3 4 5	43. INVOLVEMENT: Leadership in our organization is widely dispersed. We avoid cliques.	1 2 3 4 5
1 2 3 4 5	44. DEMOCRATIC: We run our organization according to the best democratic principles.	1 2 3 4 5
1 2 3 4 5	45. STEWARDSHIP: Our leaders treat resources entrusted to them with respect and integrity.	1 2 3 4 5
1 2 3 4 5	46. RESOURCES: Leaders use our resources well and assign them to the areas of greatest need.	1 2 3 4 5
1 2 3 4 5	47. ANALYZE: Our leaders do a thorough and complete analysis of options before they make major decisions.	1 2 3 4 5
1 2 3 4 5	48. DECIDE: Our leaders make the tough and necessary decisions when they are needed and in a timely manner.	1 2 3 4 5
1 2 3 4 5	49. PLANNING: Our leaders develop the long term strategic plans needed to give direction and guidance to the organization.	1 2 3 4 5
1 2 3 4 5	50. INVOLVEMENT: There are sufficient opportunities for members to get involved in the work of this organization.	1 2 3 4 5
1 2 3 4 5	51. STRUCTURE: The governance structure of the organization is appropriate to our needs.	1 2 3 4 5
1 2 3 4 5	52. PRIORITIES: Our leaders know the key issues affecting members and they make them a priority for the organization.	1 2 3 4 5

<i>importance to us</i>	ABOUT PAID STAFF & MANAGEMENT	<i>how are we doing?</i>
1 2 3 4 5	53. OVERALL: The organization is well-managed by its employees.	1 2 3 4 5
1 2 3 4 5	54. CHALLENGE: Our paid staff and management are challenged to achieve excellence in everything they do.	1 2 3 4 5
1 2 3 4 5	55. ENABLED: Paid staff and management are provided with appropriate tools, training and technology to do their jobs.	1 2 3 4 5
1 2 3 4 5	56. EMPOWERED: Paid staff and management are empowered to take the decisions needed to reach the goals for which they are responsible.	1 2 3 4 5
1 2 3 4 5	57. REWARDS: Paid staff and management are appropriately rewarded for their contributions and achievements..	1 2 3 4 5
1 2 3 4 5	58. CONSEQUENCES: Paid staff and management are fairly and firmly dealt with when they fail to meet expectations	1 2 3 4 5
<i>importance to us</i>	ABOUT CURRENT ISSUES AFFECTING US....	<i>how are we doing?</i>
1 2 3 4 5	59.	1 2 3 4 5
1 2 3 4 5	60.	1 2 3 4 5
1 2 3 4 5	61.	1 2 3 4 5
1 2 3 4 5	62.	1 2 3 4 5
1 2 3 4 5	63.	1 2 3 4 5
1 2 3 4 5	64.	1 2 3 4 5
1 2 3 4 5	65.	1 2 3 4 5
1 2 3 4 5	66.	1 2 3 4 5
1 2 3 4 5	67.	1 2 3 4 5
1 2 3 4 5	68.	1 2 3 4 5

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