

## **IFMA Chesapeake Announces an Important New Initiative**

IFMA Chesapeake, in concert with IFMA International, is launching an Appreciative Inquiry (AI) process to revitalize our Chapter in organizational management, membership participation, and membership growth. The ultimate focus of this effort is to provide our membership and other stakeholders with the tools, connections, and opportunities to increase their status within their organizations and advance their careers.

Our objectives can be described as follows:

- A 50% increase in meeting attendance
- Grow the Chapter membership from the current 180 to 250
- Identify and develop future leaders
- Become a stronger resource to the advancement of the FM profession

Our expected outcomes

- Continuing education opportunities with multiple delivery options
- An increase in the competency of our membership
- An increase in our members' advancement within their organization
- Growing compensation

Over the next few weeks, members of our Chapter Board and Committees will be conducting one-on-one phone or in-person interviews across twelve stakeholder groups, including past and present members, sponsors, staff, and related professions. AI interviews are characterized by a series of provocative questions designed to engage participants in sharing past peak experiences and dreaming boldly about the future. Interviewees have been pre-assigned to ensure representation within the above stakeholder groups. Our goal is to interview 60-80 stakeholders.

Information that is gathered will be shared anonymously, without attribution to either the interviewee or the interviewer, during an AI workshop in May. The broad array of insights and stories, reaching across all stakeholder groups, will assure fresh perspectives as we collectively challenge the status quo and suggest provocative possibilities for the future of the Chesapeake Chapter.

For more information on the Chapter's Appreciative Inquiry initiative, or if you would like to volunteer to interview stakeholders, please contact any of the following individuals:

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If you are contacted and asked to be interviewed, please accept the invitation to make your voice heard in how we can improve our chapter's service to our members and the FM profession! Thank you!