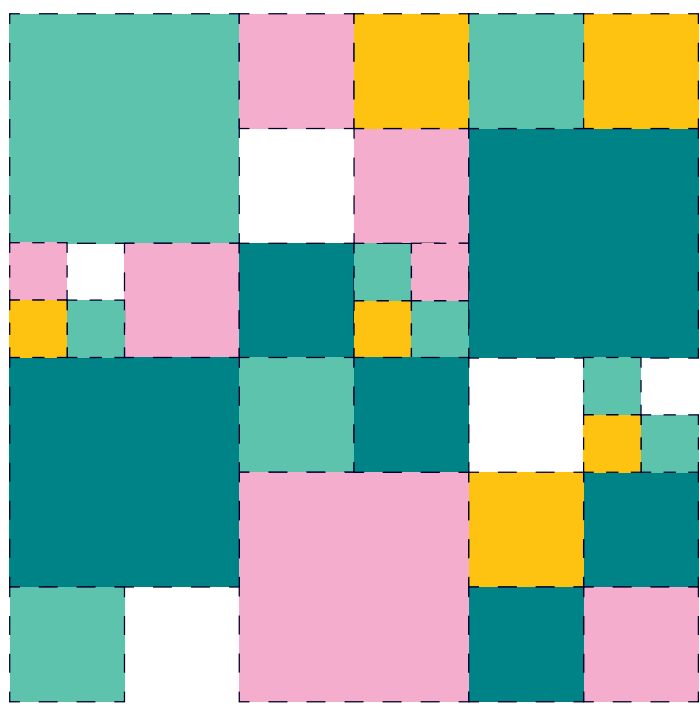
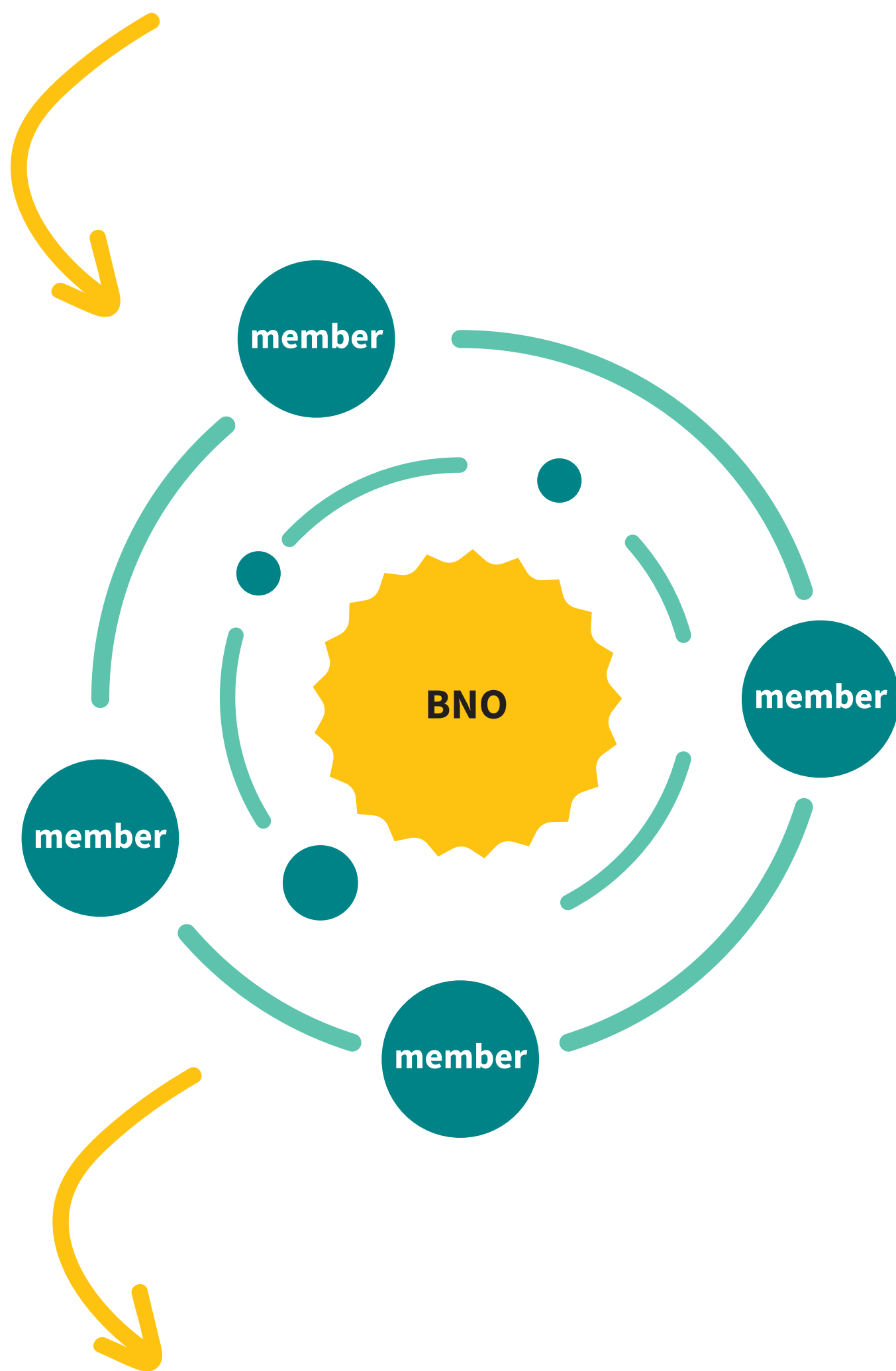


# Be a Member

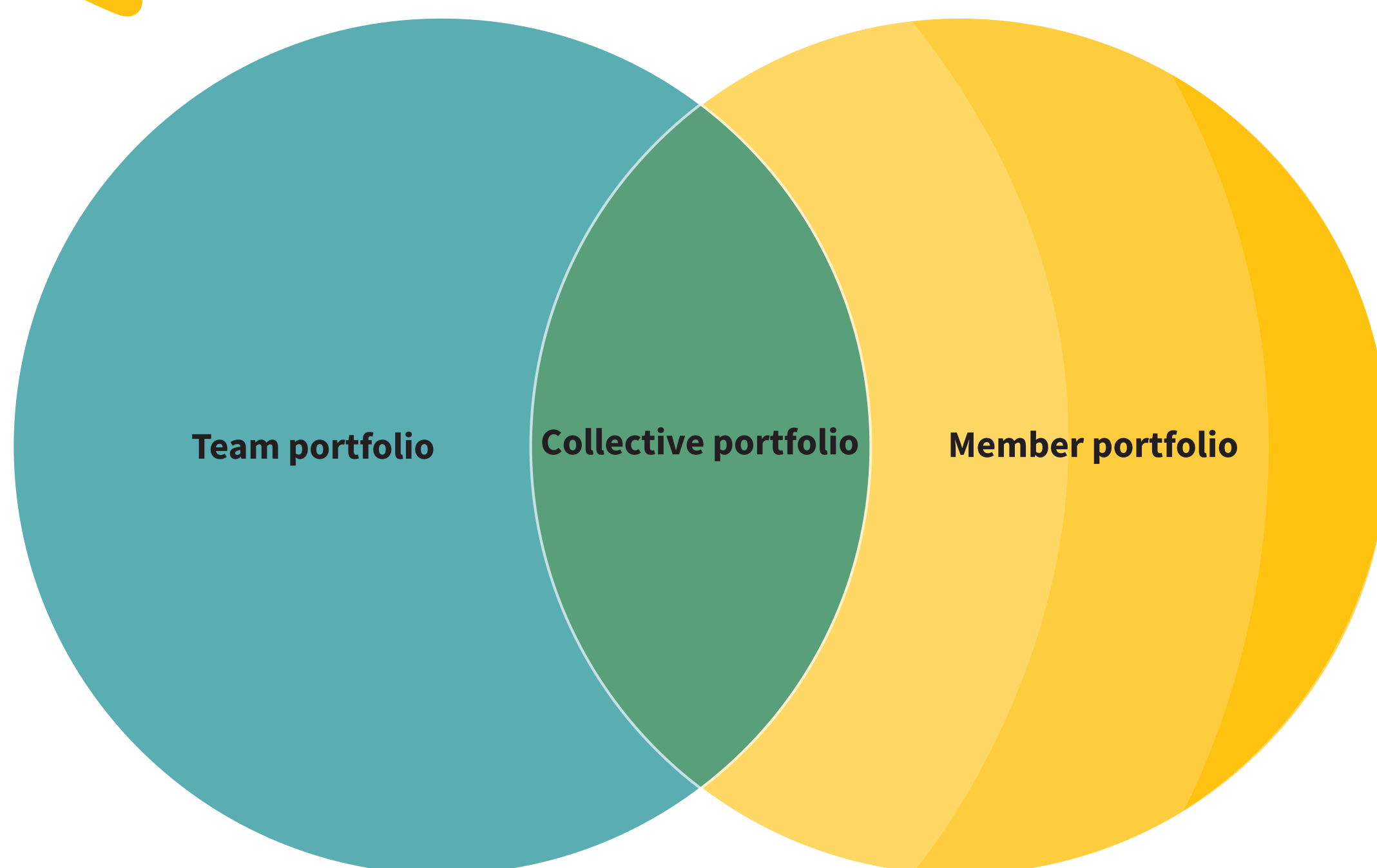
Redesigning the portfolio of a professional association around member involvement



The BNO experiences problems with recruiting and retaining member. This is partly due to the XYZ generation expecting value for their money when joining. However, the BNO has trouble communicating their value because there seems to be a lack of overview and purpose for the portfolio. This causes it to look like a patchwork.



With the help of the Frame Innovation method the problem is reframed. The Solar System frame allows the BNO portfolio to focus their portfolio on establishing an emotional connection with members. The BNO will focus on shifting parts of the portfolio and responsibility to members.



The designed framework support the BNO in redesignin their portfolio around member involvement. With the help of the three sub-portfolios (Team, Collective and Member) members have a clear role within the professional organization. It allows them to be more involved and engaged. As association is something you build together.

**BNO Portfolio**