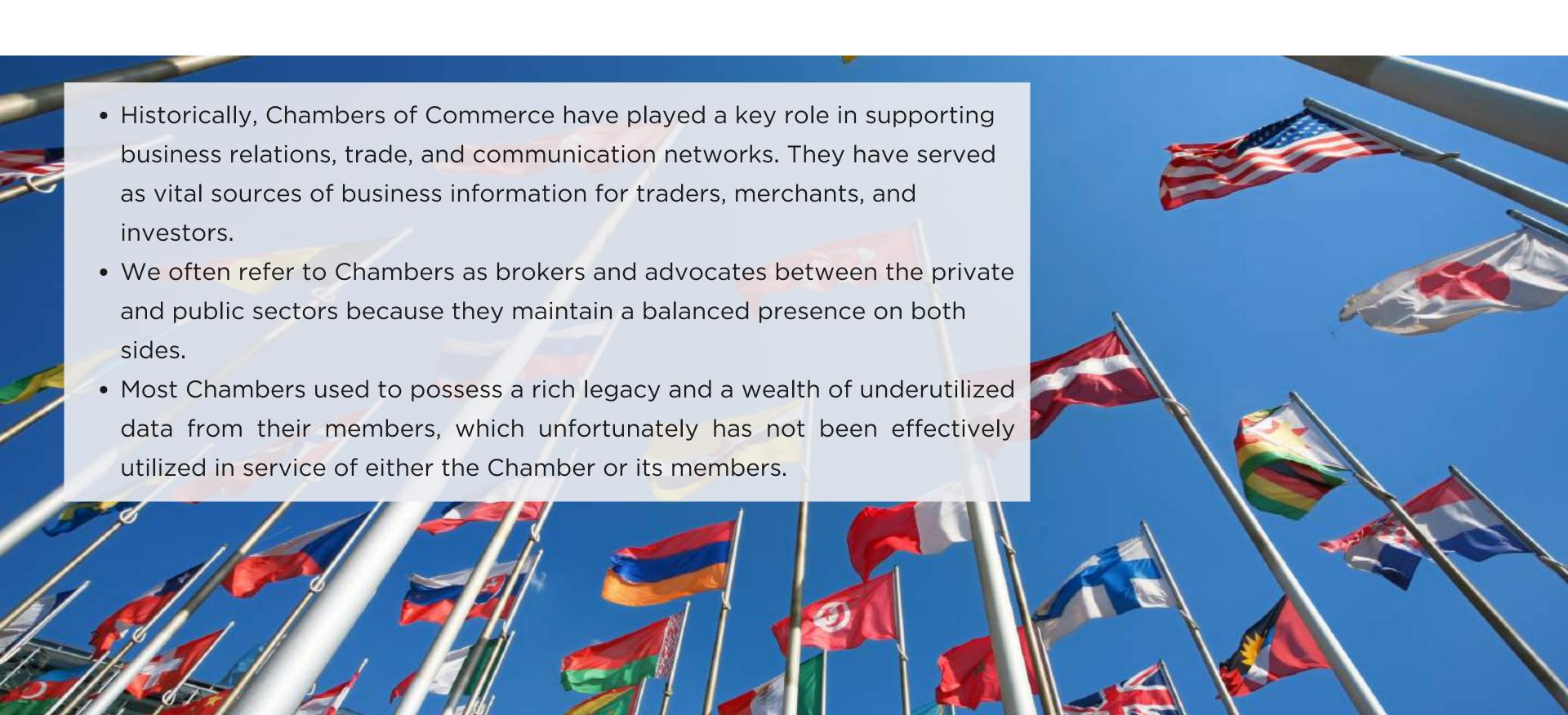


What used to make Chambers special, today makes them weak



INTEGRA SEVEN

- The Chambers' legal monopoly on registering new members led organizations to become complacent in continuously modernizing their technology, communication, and staff capabilities to meet the evolving needs of companies.
- In many jurisdictions today, joining a Chamber is no longer mandated by law, and companies have the option to opt out.
- The good news is...



There is potential and rational for optimism



Within 13,000 chambers around the world an increasing number of organizations are stepping on the path of Chamber Model Innovation



About Chamber Model Innovation

CMI Methodology was first introduced by ICC/WCF in November 2021. The new framework provides guidance on how any Chamber in the world can start streamlining existing service portfolio and creating new value proposition focusing on acute members' needs in the most cost and time-effective manner.

The framework, once implemented, supports member engagement, employee reskilling, and organization-wide innovation.





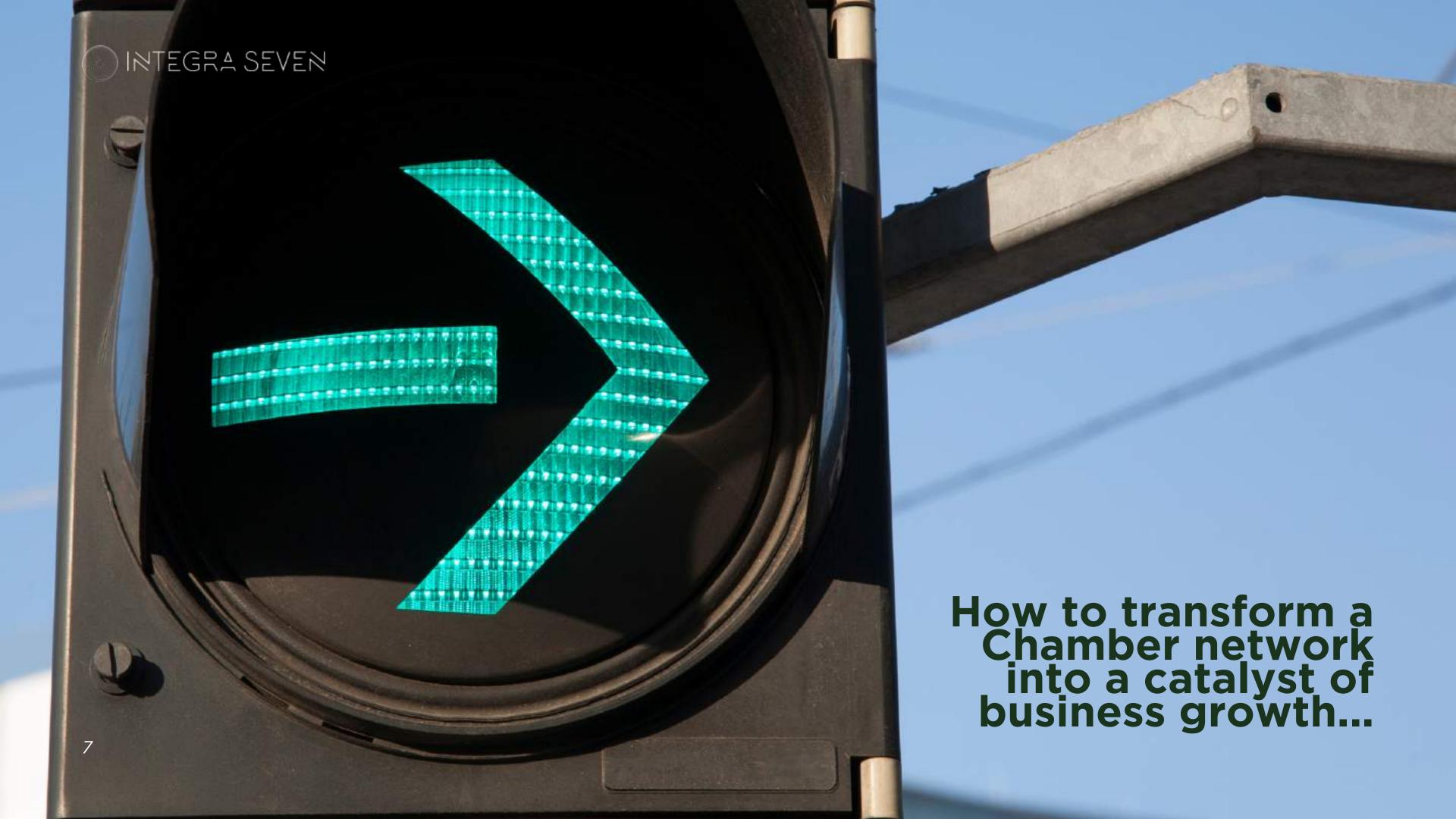
Chamber's Challenges Today

- Disengaged/inactive members or declining membership growth
- High costs of new initiatives, projects, and service delivery
- Everyone speaks of data analytics for decision making but what to do with it?
- Diminishing appeal of organization as an attractive employer
- Low impact of employee reskilling / training

The Change to Look For

When CMI Process is Implemented

- Introducing services that are catered to the actual needs of the members
- Quick and cheap prototyping to test service idea before committing resources and time
- Using data from successful and failed experiments in improving services and customer journey
- Existing and new roles call for entrepreneurial mindset and data analysis skills
- Continuous re-skilling of employees takes place during service experimentation





Start Your CMI Journey Today

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