



# ANNUAL GENERAL ASSEMBLY

NEW DELHI 5 - 9 DEC. 2011



## Membership Benefits Forum



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## FIA UNIVERSITY

Dr Luis Vives    ESADE BS

Ortrud Birk    FIA

Agusti Mila    FIA

Thierry Willemarck    TCB



## Link between the membership benefit forum and the project FIA University

- The purpose of the membership benefit forum is to share experiences that we believe are valuable to most Clubs around the world. Often we talk about

### « BEST PRACTICES »

- In today's fast moving world, the need of learning is growing. Learning needs also to be faster. We need better structured network to learn, to cooperate, to build the future.
- Back to the days we were at the University, you were working on your own future. You were not alone, it wasn't only lecture, you had to work together, to research, to share.
- With the FIA University, we like to bring your organisation to the next stage of learning experience and like in many large multinational organisation to take advantage of our diversity and skills to develop

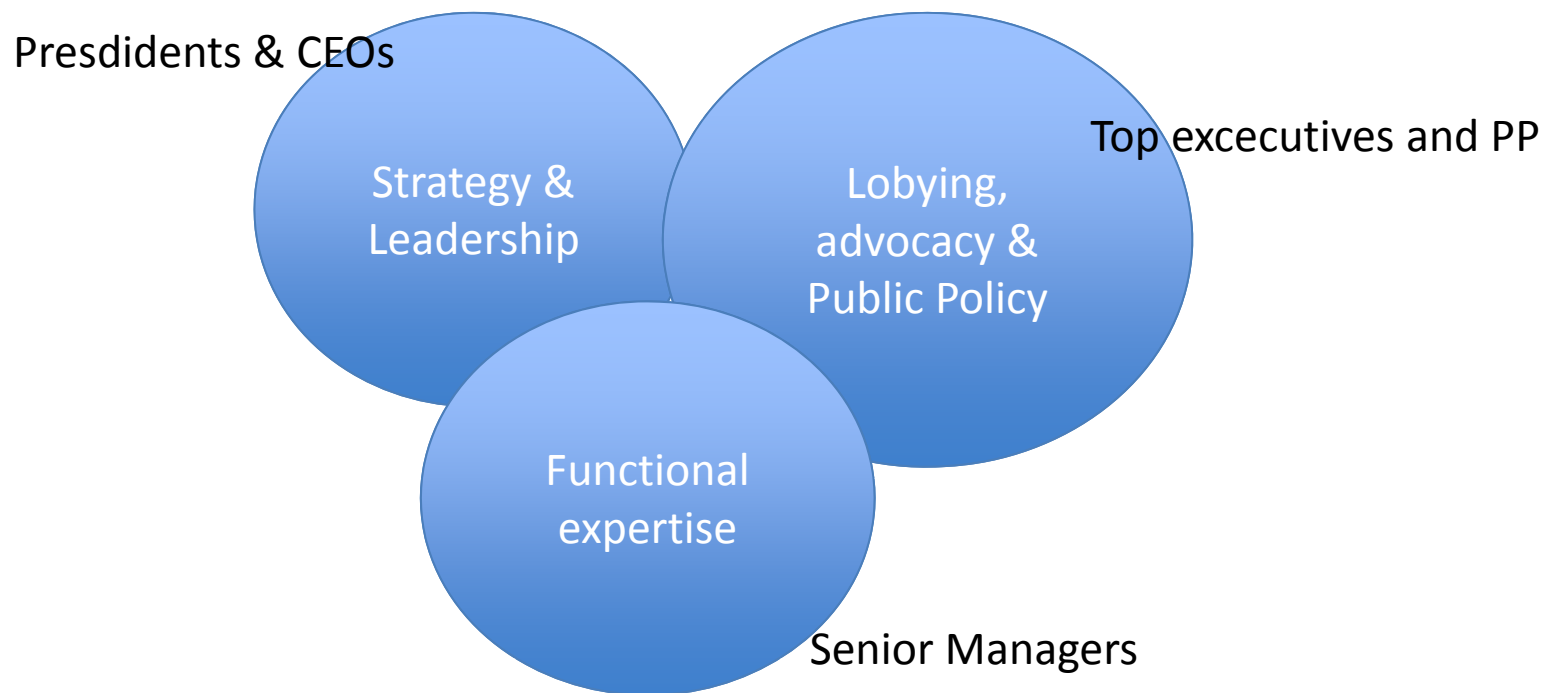
### « NEXT PRACTICES »



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## Main areas for the Academic content



# Strategy and Leadership

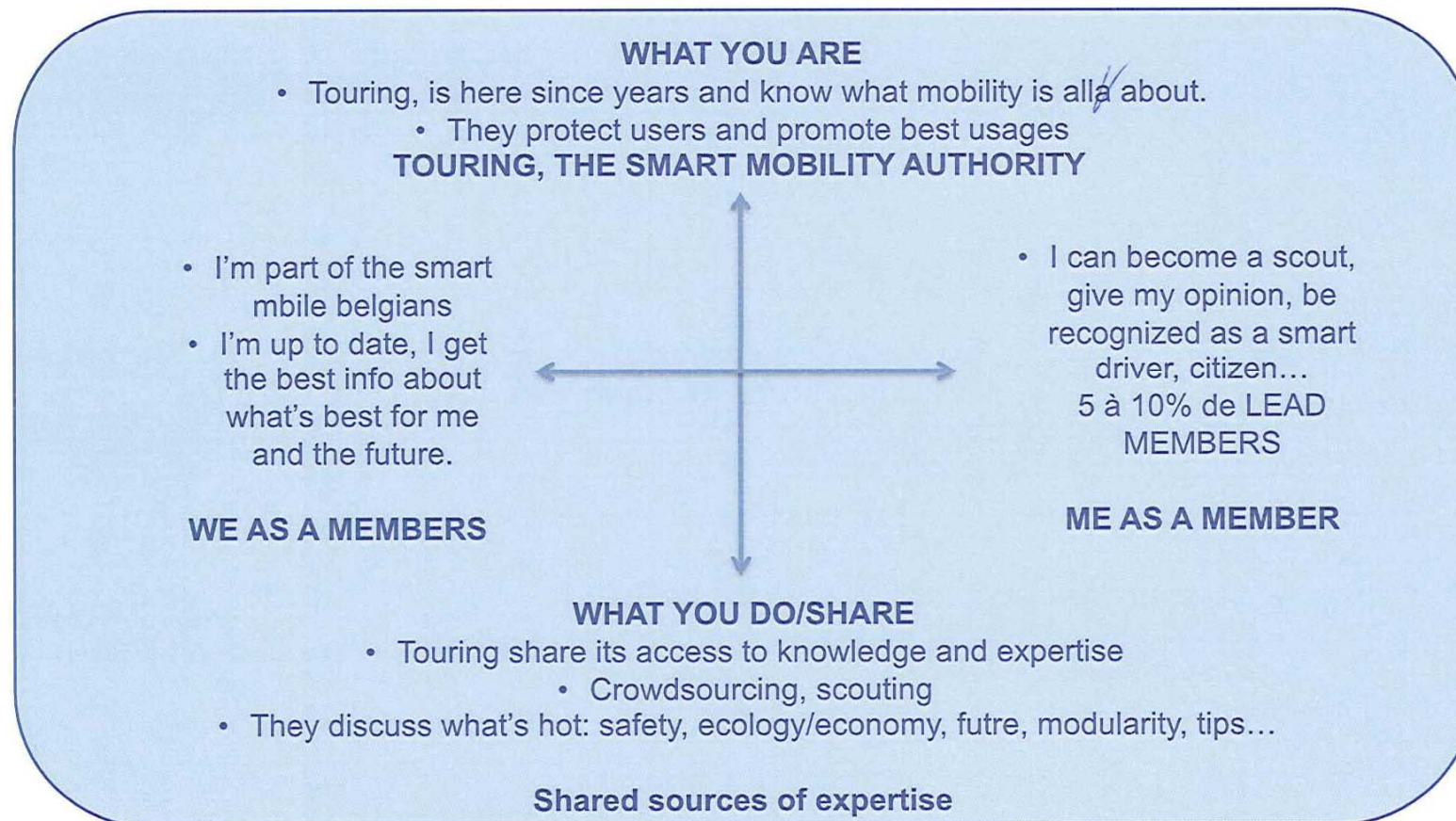
- Why is the Club existing?
  - What are our Vision & Mission; what are our values?
- What do we do for our members, today, what do they need tomorrow?
  - Market trends? Technology? More and more expensive mobility? How do Environmental issues affect us?
- How do we do it?
  - where is the competition? –Which quality level? At what price? Ourselves or outsourced?
- How do we balance our strategy between our members needs, our human resources (internal and external) ; ITC systems and Financial resources
- What are the next practices to be developed?  
What are the practices we have to abandon?  
How do we effectively lead a club?

## Lobbying & Public Policy

- Must be in relation with our vision and mission.
- Must be coherent with the world and regional goals of the FIA. (an interactive process)
- But how effective are we?
  - How do we consult our members? (Forum?)
  - How do we build coalitions to convince?
  - How do we bring stakeholders together to discuss issues and move away obstacles?
  - How do we go along with the Press; the new medias?



# A forum leveraging core human motivations : ego and sense of belonging





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## The 5 themes the public and your members expect ( survey June 21st 2011)

- **Ecology**

Which cars, which kind of driving, who can we trust, how can we cope ?..

- **Mobility**

Where is multimodularity working best (trajects, experiences, champions, tips, things to change (red lights, parking,...))

- **Safety**

Advice, trainings, information, updates, rallyes ...

- **Solidarity**

Scouting, crowdsourcing, sharing the road, ...

- **The future:**

New cars, new technologies, new visions, new problems ahead, ...

## Functional expertise

- Managing service Level Agreements
  - We are not at the same level everywhere and we have to accept that. It is driven by the local market conditions. Yet principles apply in the same way around the world
- Effective procurement
  - Large multinational organisation take advantage of their bargaining power. This is a threat to us.
- Quality control and improvement
  - Are we ISO qualified?
  - How do we manage our continuous improvement?

# Overall Goal of the University

- With these three blocks
  - We can address critical issues for our clubs
  - We can become a stronger organisation
  - And all in all, build a better future

## Today's session

- We need your input around these themes.
  - Professor Luis Vives from the ESADE Business School will lead this interactive session.
  - Ortrud, Agusti and myself will circulate from one table to the other to help you.
- Professor Luis Vives will afterwards give us a short lecture
- At the end we will summarise what you want and we hope you to become the ambassadors of the FIA University.