

ANSE Presidents' Meeting | General Assembly 2022 | Tallinn, EST

Presentation

bso

Berufsverband für Coaching, Supervision und Organisationsberatung

Switzerland

brief history

1976 (October 30): founded as “Berufsverband für Supervisoren / Praxisberater BSP”

1977: 39 Members

1995: Renamed to “Berufsverband für Supervision und Organisationsberatung BSO”

1997: Founding partner of ANSE

1998: Separation of “Presidency” and “Management” with head office in Bern

2004: Integration of “Coaching” as a professional consultancy format

2021: Outsourcing of head office to a consulting firm specialized in the management of associations

2022: ≈1100 Individual Members; 17 Educational Institutes as Collective Members and educational partners that run 19 accredited education programs in coaching, supervision, and organizational consultancy (+pipeline)

bso strategic priorities & challenges

According to member survey 2021:

- To increase prominence and acceptance in the market
- Professional policy and education
- Quality assurance and development
- Networking, participation, collaboration

Demographic realities and trends:

- 25% of members are in or reach retirement age and potentially withdraw by 2026
- Next generations of professionals' needs (i.e. purpose, support, participation, return on investment) and how to meet them to attract new members and generate value for them
- New trends require "reinvention" of the role of the profession as well as the association

Informal, yet explicit resonance within the bso community:

- Lack of trust in the board and management due to people fluctuation (past 8 years)
- Fear of "loss of identity" due to outsourcing of head office
- Undesired phenomenon of new members leaving the association within first 2-3 years
- Members are questioning substantial return of value

bso strategic initiatives & services

Purpose:

We are leading by setting standards and providing guidance ...

supplement with: ... ***and are building bridges between members and the market!***

Strategic development:

- **Comprehensive Diagnose:** Member survey; F:F workshops; SWOT analysis
- **“Go to Market”** initiative: Reshape perception of the association internally as well as market perspective; increase visibility and popularity; raise awareness in new fields
- **Content Management**, strategically and operatively aligned for analog and digital media
- Think **“Community bso”!** (leadership, members, partners, clients, market, other stakeholders)

New services and initiatives:

- Update website; ideally with **interactive search module** (“resonance-based”)
- **“Talent Impulse bso”**: “from members to members” (inspired by “ANSE Talent Talks”)
- **“Masterclass bso”**: Online courses to support members in their business, marketing acumen
- **Proactive marketing approach through “Ambassadors bso”**: comprehensive presentation resource to pick from and compile tailored presentations to address different audiences (potential new members, institutions, companies, industries, associations, other stakeholders, etc.)
- **New membership categories**: for individual members (e.g. “Internal Coach & Supervisor” in organizations) as well as collective members (e.g. “Value-Membership” for institutions)

It's great to be part of the ANSE Community!

Great to be here!

Berufsverband für Coaching, Supervision und Organisationsberatung bso
Geschäftsstelle
Altenbergstrasse 29
CH-3008 Bern

+41 (0)31 382 44 82
info@bso.ch
www.bso.ch

The entire «Community bso» is here for *you!*

The Head Office Team



Martin Diethelm
Geschäftsleitung

✉ E-MAIL



Christoph Bär
Fachstelle Aufnahme &
Qualität

✉ E-MAIL



Nujin Yalcinkaya
Mitgliederverwaltung
Regiotreffen

✉ E-MAIL



Barbara Meier
Mitgliederverwaltung
Marketing &
Kommunikation
Anlässe
Berufsbildung

✉ E-MAIL



Isabelle Schoch
Buchhaltung

✉ E-MAIL



Francesco Dello Russo
In Ausbildung (KV)

✉ E-MAIL

The Board



Stephan Rusconi
Präsident
Strategie- &
Verbandsentwicklung

✉ E-MAIL



Daniel Murer
Qualitätsthemen
Leitung Aufnahme &
Qualitätskommission
Ausbildungsinstitute

✉ E-MAIL



Mirjam Schmidli
Finanzen inkl.
Finanzplanung & Controlling

✉ E-MAIL



Hans-Ueli Schlumpf
Marketing &
Kommunikation
Internationales &
Partnerverbände

✉ E-MAIL



Susanne Aebischer

✉ E-MAIL

Go to Market – Roadmap

New Website bso
Priority: Market- and Customer focus; restricted member area

Customer-friendly, interactive, resonance-based, search
module to bridge clients and members

idea: „App bso“?
(e.g. beUnity AG)

Research „Markets & Contacts“

Recruiting of
“Ambassadors bso“

Briefing of the
Ambassadors

Create comprehensive
presentation resource with all
relevant information

Contact, channels,
appointments

Compile presentation
tailored to audience

Presence
&
Presentation



in the market

Debriefing
Capture contact data

Follow-up
activities to
sustain relations:

- Newsletter
- Journal
- Mailing
- Annual report
- pers. relations
- ...