

Member Survey Results - 2024

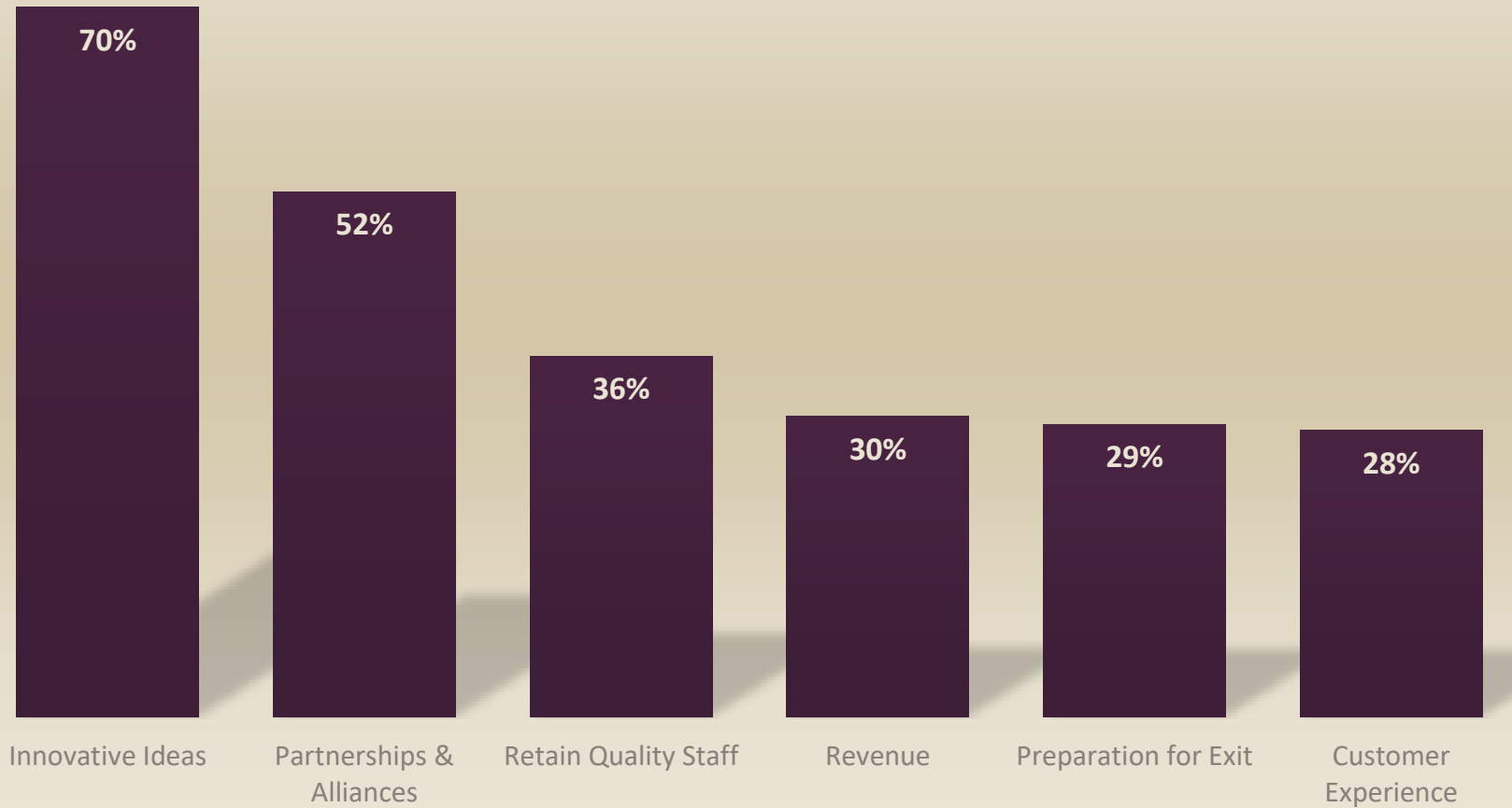
OVERALL RESULTS

AVERAGE CHAPTER AND COMMUNITY CULTURE SCORE: 88%

AVERAGE CHAPTER CHAIR SCORE: 93.8%

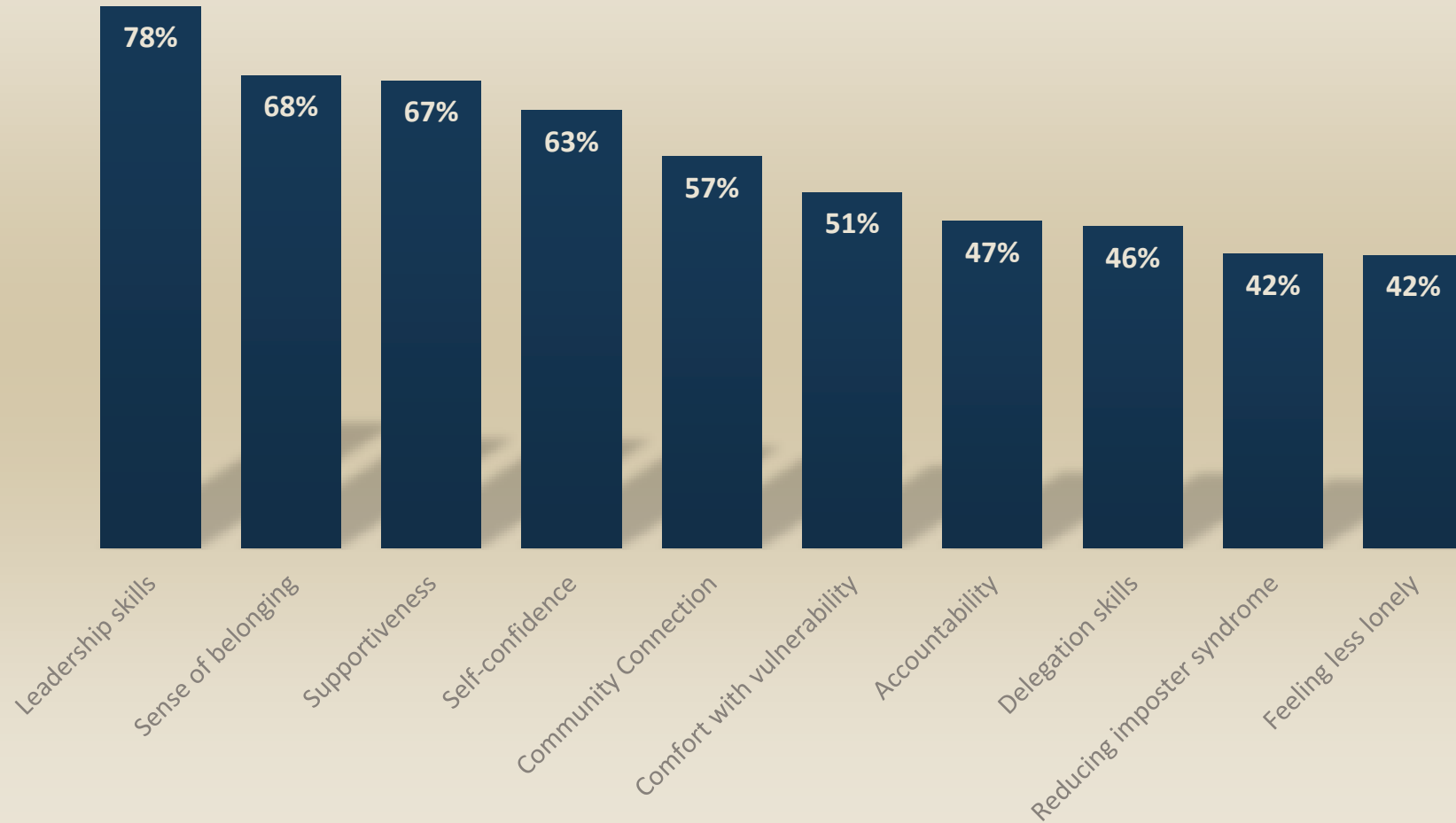
TOP RESPONSES

WPO HAS HELPED MY BUSINESS IMPROVE IN THE FOLLOWING AREAS



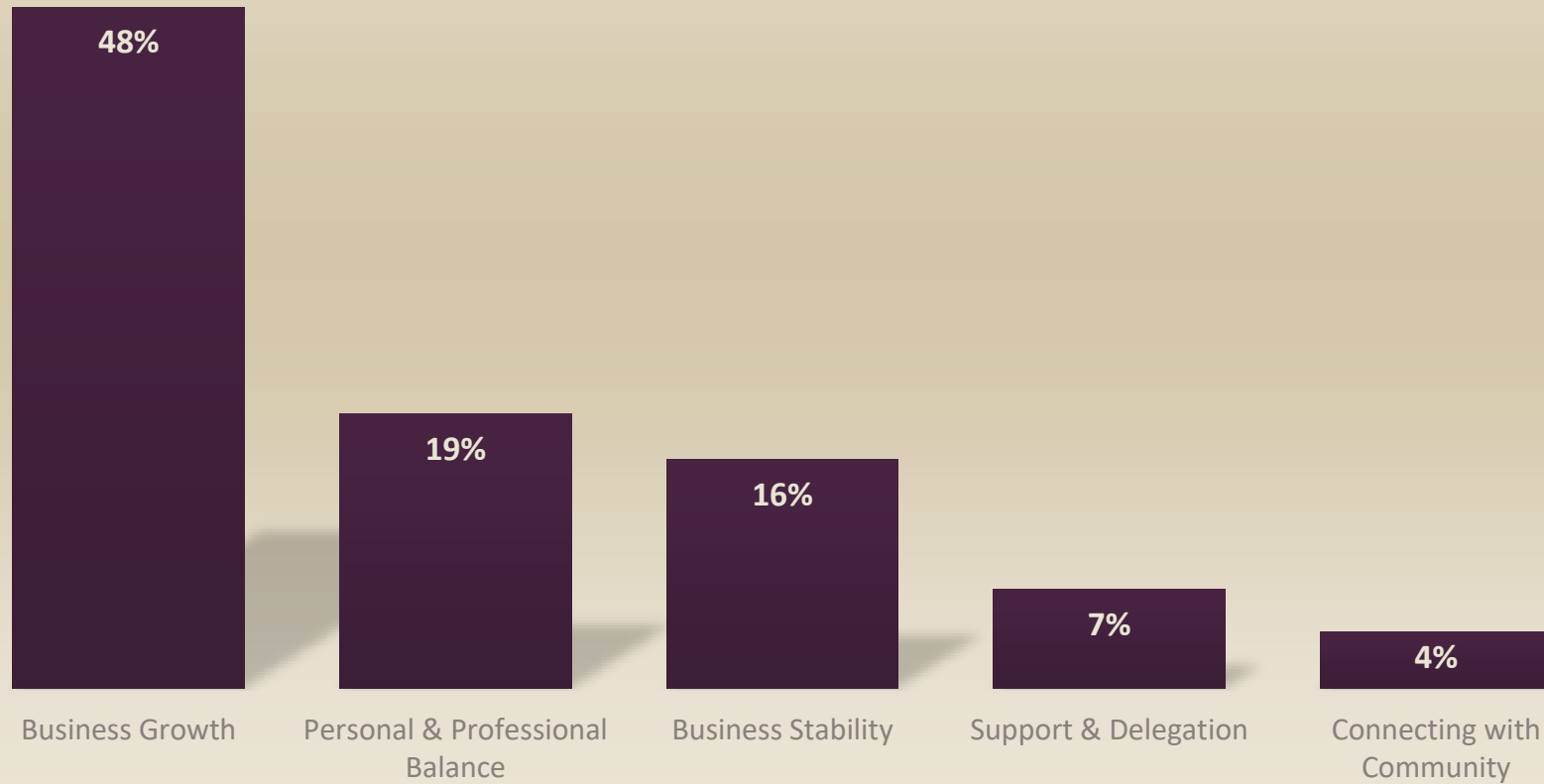
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TOP RESPONSES

WHAT IS YOUR HIGHEST PRIORITY AS A LEADER FOR THE NEXT YEAR?



We hear many members share this sentiment: "WPO has changed my life."

Would you agree that WPO has changed your life?

- Yes, in a very positive way! - **50.54%**
- Yes, in some small and important ways. - **34.87%**
- I am not sure yet. - **13.21%**
- No, I have not experienced any positive changes related to my WPO experience. - **1.38%**
- I have experienced negative changes as a result of my WPO experience. - **0%**

TOP RESPONSES

What WPO events, resources, and programs do you value?

- Local retreats - **66.97%**
- Connections & resources from other members - **65.13%**
- In-person regional events - **59.29%**
- Harvard Business Publishing Spark access - **30.57%**
- The annual Entrepreneurial Excellence Forum (EEF) - **30.41%**

SHORT ANSWER RESULTS

Please share any specific instances where WPO has supported your personal growth and leadership:

“I have been supported to let go of my right-hand person when she became toxic to the company. Hard decision to make.”

“WPO helped me realize I was trying to run my dad’s business and had not made it my own. It also helped me realize I was ready to let that business go and find a new passion.”

“This past year has been the most difficult financial time. The feeling of failure and a stress that is unbelievable, this group has brought me out of the darkness. I needed this group more than I knew. The support is unlike any family or friends could provide.”

“WPO has held me accountable to tasks that I would transfer from month-to-month. Actually completing the tasks has helped to grow my business. And, made me more accountable to other tasks and ideas.”

“I’ve recently gone through a very challenging 3-year PE ownership cycle, and I absolutely would not have been able to navigate some of the common challenges and cultures without this group of women.”

KEY THEMES FROM SURVEY INSIGHTS

How could WPO further support your business growth or exit?

1. Educational Content
2. Access to Resources
3. Enhanced Networking
4. Strategic Support for Growth
5. Post-Exit Support and Community

KEY THEMES FROM SURVEY INSIGHTS

What can we do to foster an exceptional chapter culture and WPO community?

1. Cross Chapter Collaboration
2. Strong, Prepared Leadership
3. More Social and Learning Events
4. Enhanced Accessibility and Technology
5. Emphasis on Diversity and Inclusion
6. Confidentiality and Vulnerability

KEY THEMES FROM SURVEY INSIGHTS

What do members most appreciate about their Chapter Chair?

1. Support and Care
2. Organization and Preparedness
3. Facilitation Skills
4. Leadership and Inspiration
5. Inclusivity and Safe Space Creation
6. Connection and Networking
7. Flexibility and Responsiveness