

4. Survey at the NMR 2019 – Findings, conclusions and recommendations

The Sample		
Findings	Conclusions	Recommendations
There were 28 usable responses to the survey.	This is a reasonable sample size (say 15%), but it certainly is not a random sample. The 28 were all present at the New Masters Reception and are therefore already biased towards engagement and support for WCoMC activities.	Take these results seriously but not make the mistake of thinking that they represent the views of the entire membership.
Only one additional response was received after publicising the survey via the WCoMC newsletter.	Online surveys do work in the right circumstances but clearly not here.	Use surveys carefully and sparingly in future.
Q1 - What things would you like to do in you company?		
Findings	Conclusions	Recommendations
Nearly 50% of respondents expressed an interest in doing pro bono consulting and or pro bono mentoring.	Providing Pro Bono opportunities is an important part of our value proposition to members. The quality of the Pro Bono opportunities is important	Pro Bono Committee to manage this and to provide good quality opportunities, while focusing on our goal of maximising social impact.
There is similar strong interest in supporting internal WCoMC activities; working on Committees, working on Court, supporting CMCE	No surprise here given the self-selecting nature of the group being surveyed. However, it does indicate that there ought to be no barrier to getting people to join committees, become Court assistants and so on. We have the names of interested people now.	Use this knowledge about interests to target individuals, via the Chairs of the various Committees and the Nominations Committee.
There is some minor interest in raising our profile in the City	Probably not a priority area.	No change – continue with our current City focussed activities.

Q2 - What would you like from your Company?

Findings	Conclusions	Recommendations
There is a reasonably strong interest in “Fellowship” notably attending Company events, especially small scale (and it is assumed low cost) events.	We have a few offerings in the small-scale low-cost space: Pro Bono evenings – relatively few, and “Shop Talk” currently focussed on introducing new members. We may be missing something here.	Investigate possible other ideas for small-scale low-cost events. Investigate ideas for knowledge sharing at such events. This might fit well with the CMCE goals.
There is a reasonably strong interest in opportunities for Personal Development	Same as above.	
There is small but strong view that we should do more to recognise and reward our volunteers.	There’s more underneath this one, I think. There is a prevailing sense that people really ought to volunteer – peer group pressure. The survey itself may fall into this trap. Our current approach to volunteers feels “More stick than carrot”.	We need to rethink our stance here – bigger carrots and scale back the peer pressure.
There is also evidence that a few hard-working people who are fully committed feel underappreciated and that they are already doing too much.		
There are a few individuals who are looking for Business Development opportunities from their association with the Company.	These individuals have got “the wrong end of the stick” on this. There is some misunderstanding of what the Company is all about. This is NOT part of our value proposition.	No need for a strong reaction here, but we need to manage expectations clearly going forward, especially with potential new joiners.