

# SMARTER BY DESIGN: A PROGRAM STRATEGY GUIDE

This tool helps you strengthen your programs and uncover new ways to make them more relevant and impactful for members.

## 1 PROGRAM SNAPSHOT

Start here to capture the heart of your program and spot opportunities to build on it.

<b>Program Title</b>	
<b>Audience</b>	
<b>Format (in-person, virtual, hybrid)</b>	
<b>Duration</b>	
<b>Learning Objective(s)</b>	
<b>Key Feedback/Strengths/Gaps</b>	

## 2 ACTION PLAN

1. Evaluate your program using the 10 engagement strategies on the next page.  
*See "10 Essential Strategies for Member Engagement" handout for complete descriptions.*
2. Come back here and choose 1–3 strategies that feel especially relevant but underused.
3. Capture ideas to make your program more engaging and valuable for your members.

<b>Strategy</b>	<b>What Will It Look Like In Action?</b>
<i>Example: #6. Co-Create With Members</i>	<i>Run a quarterly "What do you need next?" feedback poll to shape upcoming programs.</i>

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## STRATEGY ALIGNMENT GRID

Use this page to evaluate where your program shines and where it can improve.

 Design & Delivery    
  Collaboration & Feedback    
  Member Impact & Growth

#	Strategy Summary	Already In Play? (Y/N)	How Might It Apply or Be Enhanced?	Relevance (H/M/L)
1 	Respond Swiftly to Change			
2 	Move Beyond Compliance			
3 	Prioritize Engaging Instructors			
4 	Personalize the Learning Path			
5 	Leverage Technology Thoughtfully			
6 	Co-Create with Members			
7 	Partner With Brokers			
8 	Strengthen REALTOR® Value			
9 	Bring Ethics & Fair Housing to Life			
10 	Explore Emerging Tech Together			

 Want help applying these to your programs? [Evan@EvanFuchs.com](mailto:Evan@EvanFuchs.com)

