

RYAN • JONES

CANADIAN HEAVY OIL ASSOCIATION

Strategy | Branding

Website: www.choa.ab.ca
Business: Oil & Gas Industry Association
Products: Sector Membership / Industry Exposure

Challenge: The 2014 hit to Canada's Oil industry market resulted in dramatic reductions in both sponsorship revenues and association memberships.

Initial Project

Invited to CHOA's annual director's strategy meeting to facilitate a two-day session with the end-goal of re-defining its value proposition and developing a short-term action plan to promote its differentiated value. Understanding that the Board had limited time to address a very broad and time-sensitive situation, Ryan-Jones generated a macro-economic and industry trend study, and conducted individual interviews with each board member prior to the strategy session. This allowed us to develop a draft SWOT (Strengths, Weakness, Opportunities, Threats) and SWOT Response, to ensure critical issues were on the table at the beginning of Day One; the Board could then focus on prioritizing issues and building a targeted action plan.

Current Relationship

Strategic Advisor to the Board



SCOTT REMPEL
CHAIRMAN, CHOA BOD
VP, BD & STRATEGY, WOOD



“By engaging Ryan-Jones to facilitate CHOA's annual strategy session, we were able to leverage Eleanor's industry experience and executive perspective. The depth of research Eleanor and her team did to prepare for our strategy session, combined with her ability to isolate critical issues, was instrumental in the development of a core purpose statement and value proposition that positions our organization to meet the changing needs of our industry and stakeholders.”

